

EmpowHER Media Announces Partnership with BodyMedia[®], Inc. *Leading Social Health Company for Women Partners with Pioneer in Wearable Body Monitoring*

SCOTTSDALE, AZ (December 13, 2011) – [EmpowHER](#), an award-winning social health company for women, announces today a strategic partnership with [BodyMedia, Inc.](#), the leading body monitoring company. The partnership includes content sharing between the companies and integrating the **BodyMedia FIT™** system into the EmpowHER.com user dashboard. Additionally, there will be opportunities for fitness and lifestyle bloggers to share their experiences using the BodyMedia FIT system with millions of EmpowHER users.

“Partnering with progressive, mission-aligned companies like BodyMedia has long been part of our strategy to add value to EmpowHER users,” says [Michelle King Robson](#), EmpowHER’s founder, chairman and CEO. “By aligning with BodyMedia, we are able to enhance our social health platform providing women the opportunity to take full ownership of their health and wellness.”

BodyMedia FIT is an on body wellness monitoring system that consists of an Armband monitor, online Activity Manager, an optional Display device, and free downloadable mobile apps. The BodyMedia FIT Armband is endorsed by the country’s premier health and wellness coach and co-host of the Emmy-award winning syndicated daytime series *The Doctors*, Jillian Michaels. Capturing over 5,000 data points per minute using four sophisticated sensors, the Armband tracks everything from calories burned, steps taken, and physical activity to sleep duration and efficiency. BodyMedia FIT Armbands give users the most accurate calorie burn in the market, and the technology used in the BodyMedia system has been clinically proven to improve weight loss by 3x!*

“We are thrilled to add a partner like EmpowHER Media to the ranks,” says Christine Robins, CEO of BodyMedia. “EmpowHER gives us the opportunities to not only extend our reach to their influential and vibrant social community of women, but also to work together to empower women to stay motivated about their health and wellness.”

EmpowHER and BodyMedia will also be launching a blogger program whereby several fitness and lifestyle bloggers will try the BodyMedia FIT Armband and share their experiences on EmpowHER.com. Through this blogger review program, EmpowHER and BodyMedia hope to not only educate, but also inspire women to begin monitoring their fitness and daily activities to ultimately improve their health and wellness.

About EmpowHER

[EmpowHER Media](#) is an award-winning, HON-certified, social health company for women. The Company’s flagship and Top 5 women’s health and wellness site and community - EmpowHER.com - is the home for female health consumers. We call them Chief Health and Wellness Officers of the home. EmpowHER.com provides visitors access to one of the largest women’s health and wellness content libraries on the Web, as well as one of the most active online communities of women discussing their health and wellness issues. Health care professionals, health and wellness marketers, and agency professionals rely on EmpowHER Media for reaching the most influential health and wellness buyer on the Internet -- women. Millions of women visit EmpowHER.com every year, making it one of the largest and fastest-growing resources dedicated exclusively to women’s health and wellness.

About Body Media, Inc.

When your body talks, BodyMedia listens. BodyMedia has been unlocking and deciphering secrets of the body since 1999. Headquartered in Pittsburgh, PA, BodyMedia is the pioneer in developing and marketing wearable body monitors. Since our inception, we have given people the power of decoding their body’s secrets and the ability to leverage that information to make sweeping changes to their own health and wellness.

What separates BodyMedia from other all-day body monitors is our commitment to deliver the highest level of accuracy outside of a lab and our unflinching resolve to clinically prove that our products deliver the benefits that we say they do. In fact, our system is registered with the FDA as a Class II medical device. The BodyMedia system has been proven to enhance users’ weight loss by 3X.* Future applications will address a broad range of therapeutic conditions and special populations. For more information, visit www.bodymedia.com.

* data on file

Press Contact

Lauren Moye, EmpowHER – (971) 832-1456, lmoye@empowher.com