

BodyMedia Files Patent Infringement Suit against BASIS Science

PITTSBURGH, PA (February 2, 2012) -- BodyMedia, Inc., the leader in wearable body monitors, announced today that it has filed a patent infringement suit against BASIS Science, Inc. in the U.S. Federal District Court in Delaware for willfully infringing BodyMedia's breakthrough patented wearable body monitoring devices and sensor fusion technology. The Company asserts that BASIS Science has been marketing a new product that uses BodyMedia's inventions as the foundation for its technology. BodyMedia seeks injunctive relief to bar the sale of BASIS Science's infringing products and damages associated with the infringement of six patents.

Christine Robins, BodyMedia's CEO, stated, "Over the last 12 years, BodyMedia has established a significant patent portfolio reflecting the output of a pioneering, decade-long program of research and development to unlock the benefits of sensor fusion in the wearable monitoring field. Furthermore, we have established a trusted product portfolio and diverse customer base that sees the value in BodyMedia. While we seek to enable partners through our licensing and OEM programs, we must aggressively protect and defend our intellectual property."

BodyMedia currently holds over seventy (70) issued patents worldwide as well as numerous patents pending.

About BodyMedia, 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 that equip consumers with information they can use to make sweeping changes to their own health and wellness beginning with weight management and soon to include management of other conditions affected by lifestyle choices. The BodyMedia platform is the only system of its kind that is registered with the FDA as a Class II medical device and that has been clinically proven to enhance users' weight loss by up to three times (data on file). For more information, visit www.bodymedia.com.

Press Contact:

Jill Schmidt, SSIPR 847-415-9311

jills@sspr.com