

BodyMedia, Inc. launches Gowear®fit, the first direct-to-consumer lifestyle and calorie management system

- *Innovative consumer lifestyle and calorie management product is a hot holiday gift for 2008*
 - *Now available through Dick's Sporting Goods stores*

Pittsburgh, PA (November 20, 2008) – BodyMedia, Inc., a pioneer in developing wearable body monitoring systems, today announced the launch of GoWear® fit – a lifestyle and calorie management system that helps consumers monitor their body and improve their health. GoWear® fit is now available through a distribution network that includes Dick's Sporting Goods retail locations nationwide, Dick's Sporting Goods.com, and gowearfit.com.

Different from a simple pedometer, accelerometer or heart rate monitor, GoWear® fit is a lifestyle and calorie management system that tracks five key physical characteristics that can directly affect your health -- number of steps taken, amount of calories burned, amount of physical activity, and sleep duration and efficiency. No other comfortable, convenient, continuous body-monitoring products can measure physical activity and calories burned with BodyMedia's level of accuracy, which is more than 90%.

Worn comfortably on the upper left arm, GoWear® fit's patented multi-sensor technology "reads" your body and its unique characteristics. So now, from gym exercise to preparing dinner, spinning class to mowing the lawn, Gowear® fit helps users measure, adopt and maintain positive lifestyle changes. It is easy to use and keeps users motivated.

The GoWear® fit system has three components:

- An Armband, worn on the upper left arm;
- An Online Activity Manager – which allows users to set and track goals, as well as monitor progress;
- And an optional Display, which gives the user minute-to-minute updates on their data, without "plugging in."

"Helping users meet their fitness goals and reducing the impact that obesity-related disorders and diseases have on our healthcare system have been an ongoing focus of BodyMedia since it was founded in 1999," said Tom Futch, VP of Sales and Marketing.

"Our relationship with Dick's Sporting Goods allows BodyMedia to extend our expertise and make our products available directly to consumers who are ready to make positive changes to their health."

BodyMedia has a proven track record in health and weight management. Their SenseWear® BMS and WMS products are behavior therapy solutions used by the world's leading obesity, nutrition and exercise research clinicians to help patients manage metabolic disorders.

GoWear® fit retails for \$199. Subscription rates for the Online Activity Manager are between \$6.95/month and \$12.95/month, and are available at www.gowearfit.com. The optional display retails for \$99.

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About BodyMedia, Inc.

Founded in 1999, BodyMedia, Inc. is a pioneer in developing wearable body monitoring systems that are designed to help people lose weight, improve performance, and live a healthier lifestyle. Our patented multi-sensor technology has been adapted for a variety of markets -- consumers, health and fitness clubs, corporate wellness programs, and healthcare practitioners -- enabling us to deliver validated products that monitor calories, steps, amount of physical activity, and sleep efficiency. No other comfortable, convenient, continuous body-monitoring products can measure physical activity and calories burned with BodyMedia's level of accuracy, which is more than 90%. For more information, visit www.bodymedia.com or call 412-288-9901.

About DICK'S Sporting Goods, Inc.

DICK'S Sporting Goods, Inc. is an authentic full-line sporting goods retailer offering a broad assortment of brand name sporting goods equipment, apparel, and footwear in a specialty store environment. As of August 4, 2007, the Company operated 315 stores in 34 states primarily throughout the eastern half of the U.S. The Company also owns Golf Galaxy, a multi-channel golf specialty retailer, with 77 stores in 29 states, ecommerce websites and catalog operations.

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