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DOTFIT WORLDWIDE LAUNCHES EXERSPY ACTIVITY AND CALORIE TRACKING SYSTEM

Armband and Digital Display Add Real-Time Data to Online Health and Fitness Program

WESTLAKE VILLAGE, Calif. (August 1, 2009) – dotFIT Worldwide announces the launch of the exerspy™ activity and calorie tracking system. There are three components to the system: the exerspy armband, the exerspy digital display, and the dotFIT Me™ Program.

The exerspy armband and digital display work with the dotFIT Me Program to give users access to their personal data in real-time, including calorie burn, physical activity, steps and more. To view their personal data, users simply wear the armband and upload it to the dotFIT Me Program via USB.

The exerspy digital display looks like a watch and synchronizes with the exerspy armband to allow users to view their data, including steps and calories burned, when they're away from their computers. The digital display also alerts users when they've reached their activity goal for the day, such as 12,000 steps or 2,500 calories burned. This allows individuals to see how their activity levels fit within their overall fitness plans.

“The exerspy system empowers users to take charge of their overall health and wellness,” said Neal Spruce, chief executive officer of dotFIT Worldwide. “Being able to see your calorie burn up to the minute can help you make better decisions when it comes to weight loss. Maybe you'll park a little further away so you can get extra steps, or maybe you'll skip those last few bites.”

The innovative exerspy activity and calorie tracking system is designed to help people reach their fitness goals whether they want to lose weight, gain muscle, improve athletic performance or just live healthier lifestyles. Patented multi-sensor technology found in the exerspy armband tracks total calories burned, steps taken, physical activity and sleep duration and efficiency. The data collected by the exerspy armband is then uploaded to the dotFIT Me Program.

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The exerspy monitor and digital display have been made compatible with the dotFIT Me Program through a strategic partnership with BodyMedia, Inc., the pioneer in developing wearable body monitoring systems. Since launching in 1999, BodyMedia platform technologies and products have helped more than 400,000 users monitor over 10 million days of activity, burn over 10 billion calories, and track over 70 billion steps.

“This kind of progressive technology motivates people to take better care of themselves,” said Craig Pepin-Donat, chief marketing officer of dotFIT Worldwide. “Our R&D team has said for years that weight control is a matter of calories in and calories out, and everyday there’s more research confirming this. A device like exerspy makes weight control very simple: watch your numbers and move more or eat less to reach your goal. That’s it.”

Learn more at www.dotFIT.com/exerspy.

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About dotFIT Worldwide:

Founded in 2008 by a seasoned team of leading fitness industry visionaries, dotFIT Worldwide is rapidly becoming the leader in personalized holistic health and fitness solutions. The company’s unique online platform, dotFIT.com provides the proven essentials needed for people to eat, live and feel better. Driven by dotFIT’s custom Fitness Intelligence Technology, the platform provides a wealth of customized online digital assets, real-time monitoring and progress capabilities, exercise and nutrition programs, nutrition products and access to professional trainers certified by the National Academy of Sports Medicine. For more information visit: www.dotfit.com.

About BodyMedia, Inc.

Founded in 1999, BodyMedia, Inc. is the pioneer in developing wearable body monitoring systems that are designed to help people lose weight, improve performance, and live a healthier lifestyle. BodyMedia’s 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 percent. For more information, visit www.bodymedia.com or call (412) 288-9901.

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