

## **Fitbit Inc. Launches at TechCrunch50 Providing Preview of Health and Wellness Device and Website**

*Ultra-Compact, Stylish Fitbit Tracker and Website Offer Effortless Way to Manage and Maintain Healthier Lifestyle*

**SAN FRANCISCO – Sept. 9, 2008** – Today, Fitbit Inc., a new company devoted to making America healthier, introduced the Fitbit Tracker and Website at the TechCrunch50 conference. Fitbit inspires people to exercise more, eat better and live a healthier lifestyle. The company's newly introduced health and wellness monitoring tools make it easy for anyone to achieve a healthier lifestyle by automatically collecting data about a person's daily activities and by presenting this data in a motivating and entertaining way.

The Fitbit Tracker is an ultra-compact wireless wearable device that automatically tracks and wirelessly uploads data about a person's activities, such as exercise intensity levels, calories burned, sleep quality, steps and distance. It is as small as a pack of matches and clips securely onto any article of clothing or slips easily into a pocket. The Tracker uses motion sensing technology to precisely capture all moment-to-moment physical activity throughout the day and night. It also measures sleep quality to provide a holistic view of a 24-hour period. At the click of a button, calories, steps and distance are illuminated and displayed on the Tracker. In addition to these numerical measurements, the Tracker also displays a user's progress toward their goals in the form of an avatar that changes as a user advances toward or falls behind their goals.

Data collected by the Fitbit Tracker is wirelessly uploaded to a Website where the wearer can see their information and track their progress toward personal goals. The Website's motivational interface encourages users to share progress and lets people create groups made up of friends, family or co-workers to jointly work towards a common goal. On the Website, users can also log nutrition, weight and other health information in order to gain a complete picture of their health.

"We are excited to launch our company at TechCrunch50. Our goal is to make people aware of their overall fitness and well-being - and to use technology to accomplish this in a motivating and entertaining way that appeals to people beyond just hard-core athletes," said James Park, CEO of Fitbit Inc. "At a time when studies show more than 60 percent of Americans are overweight, the Fitbit Tracker and Fitbit community Website are designed to break down barriers to physical fitness by offering a new and easy way to stay aware and motivated about your daily physical activity level and eating habits."

The Fitbit Tracker and the Fitbit Website will be available by early 2009. The Fitbit Tracker will retail for less than \$100; signing up on the Fitbit Website is free. Pre-order information is available today on [www.fitbit.com](http://www.fitbit.com).

Fitbit was selected as one of 50 up-and-coming companies to present at the TechCrunch50 conference in San Francisco out of more than 1,000 applications.

### **About Fitbit Inc.**

Fitbit is devoted to helping people achieve everyday health and wellness. Fitbit provides a complete wellness solution focused on behavior change via awareness and motivation. For more information and to pre-order the Fitbit Tracker, please visit [www.fitbit.com](http://www.fitbit.com).

### **About TechCrunch50**

Founded in 2007 by leading technology blog TechCrunch and entrepreneur Jason Calacanis, the TechCrunch50 conference provides a platform for early-stage, and frequently unfunded, companies to launch for the first time to the technology industry's most influential venture capitalists, corporations, angel investors, fellow entrepreneurs and the international media. Companies are selected to participate exclusively on merit. TechCrunch50 is supported by corporate sponsors Google, Microsoft, MySpace, Salesforce, MSN Money, Symantec, Thomson Reuters and Yahoo!, as well as venture capital firms including Sequoia Capital, Mayfield Fund, Clearstone Venture Partners, Charles River Ventures, Founders Fund, Perkins Coie and Fenwick & West.

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