

## **bodybugg™ from Apex Fitness Awarded “Best of What’s New” in Personal Health Category by *Popular Science* Magazine**

*Innovative calorie management system takes the guesswork out of achieving and maintaining personal health and fitness.*

**NOVEMBER 8, 2005, Camarillo, Calif.** – Underscoring its enormous impact on the health of consumers across the country, the bodybugg™ intelligent calorie management system from Apex Fitness Group has been presented with a coveted *Popular Science* Best of What’s New award in the Personal Health category for 2005. The awards are featured in the December issue of *Popular Science* magazine, on newsstands November 15<sup>th</sup>. The bodybugg™ is the most accurate system on the market today that allows consumers to measure actual calories burned, giving users the information needed to manage weight loss without guesswork.

“This prestigious award from the respected editors of *Popular Science* clearly illustrates that the bodybugg™ system is meeting a pressing health need,” said Neal Spruce, president and CEO of Apex Fitness Group. “While traditional weight loss programs focus on tedious calorie counting, the bodybugg™ armband tracks every calorie burned, automatically easing the path to health and fitness. We are delighted to see our innovative system being embraced by consumers, fitness professionals and now, some of the country’s leading experts.”

The bodybugg™ from Apex is an intelligent calorie management system designed to provide consumers with the tools they need to reach and maintain their ideal weight. The two simple components of the bodybugg™ system – the bodybugg™ armband, a small, sleek device worn on the upper arm, and the bodybugg™ web interface – work in tandem to track exactly how many calories an individual has burned and consumed every day.

The sleek, comfortable bodybugg™ armband, developed by BodyMedia, Inc., ([bodymedia.com](http://bodymedia.com)) monitors four different data points to track calories burned with 92% accuracy. It tracks the smallest activities such as washing the dishes and playing with kids as well as every step wearers take as they walk toward the experts’ recommendation of 10,000 steps a day for optimum health.

The online bodybugg™ interface, is the heart of the weight management system. Users simply upload the data from the armband device via a wireless communicator to their PCs. The bodybugg™ program then calculates exactly how many calories have been used and displays the number of calories available for consumption to maintain weight and reach fitness goals. Customized menus are available to aid in planning nutritional meals within the parameters of each individual’s fitness plan, and an easy-to-use food-logging program with thousands of known foods in an auto-search database makes keeping track of food intake simple.

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Users have the choice of logging their meals or using the automated program that calculates the actual average calorie consumption per day on a weekly basis using the information downloaded from the bodybugg™, calorie burn, and weight. Together, the bodybugg™ armband and the web interface provide real-time status any time of the day.

"Best of What's New is the ultimate *Popular Science* accolade, representing a year's worth of work evaluating thousands of products," says Mark Jannot, editor of *Popular Science*. "These awards honor innovations that not only influence the way we live today, but that change the way we think about the future."

Each year, the editors of *Popular Science* review thousands of products in search of the top 100 tech innovations of the year; breakthrough products and technologies that represent a significant leap in their categories. The winners — the Best of What's New — are awarded inclusion in the much-anticipated December issue of *Popular Science*, the most widely read issue of the year since the debut of Best of What's New in 1987. Best of What's New awards are presented to 100 new products and technologies in 12 categories: Auto Tech, Aviation & Space, Cars, Computing, Engineering, Gadgets, General Innovation, Home Entertainment, Home Tech, Personal Health, Photography and Recreation.

### **About Apex Fitness**

Based in Camarillo, Calif., Apex Fitness Group is a research and development company committed to the idea of bringing fitness to every household. As a leader in simple fitness solutions, it has been one of the industry's leading resources for training programs and nutrition products since 1994. Led by fitness visionary Neal Spruce, the Apex programs and products help more than 400,000 people reach their training, shaping and weight-loss goals every year. Apex programs and nutrition products can be found at more than, 1,100 apex-certified clubs across the country and direct to consumers through [www.myapex.com](http://www.myapex.com). They educate more than 8,000 trainers in their professional certification and continuing education courses every year.

The bodybugg™ program is designed in accordance with all State and Federal standards in compliance with recommendations of the American Dietetic Association's Position on Weight Management. For more information visit [www.apexfitness.com](http://www.apexfitness.com), [www.bodybugg.com](http://www.bodybugg.com), call 800.656.2739 or e-mail [apexinfo@apexfitness.com](mailto:apexinfo@apexfitness.com).

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