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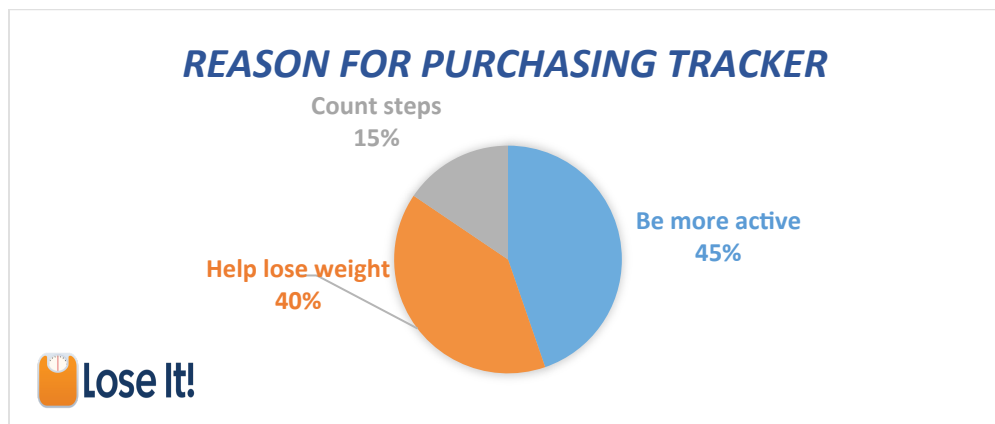
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60 Percent of People on a Weight Loss Program Lose More Weight Using Activity Trackers

BOSTON—March 3, 2015—A new survey of Americans engaged in a weight-loss program revealed that 60 percent of members have lost more pounds using activity trackers alongside their weight-loss programs, and one-third of members couldn't achieve their goals without them. The survey, answered by more than 5,000 members of the comprehensive, app-based weight-loss program [Lose It!](#), aimed to uncover how people interact with their activity trackers as part of their commitment to living a healthier lifestyle.

According to a report by [Endeavor Partners](#), one-third of Americans abandon their activity trackers after six months. The findings of the Lose It! survey show that members seeking the entire picture of their activity levels and eating habits will stick with their wearables longer than the general public. Eighty seven percent of respondents to the Lose It! survey wear their tracker every day, and 78 percent have used an activity tracker for a year or more.

Lose It! survey responses showed 92 percent of members believe their tracker helps them stay motivated; with 40 percent reporting they purchased an activity tracker to help them lose weight, and 45 percent purchasing trackers to be more active. Despite the basic functionality of activity trackers, the fewest number of respondents said they purchased trackers solely to count their steps.



“Weight loss is both an emotional and physical journey,” said Charles Teague, CEO of Lose It!. “Having a deeper understanding of the connection between what you eat, how many calories you consume, and how much you move each day is critical to weight loss. Our survey showed that 86 percent of members believe their trackers accurately capture their step counts and also revealed how powerful these wearable devices are in helping members stay motivated to lose the weight and change their lifestyle habits. Here at Lose It!, we continue to focus on giving our members the flexibility to lose weight in ways



that work for them which is why we sync with such a wide range of devices. We love seeing our members achieve such powerful, personalized results.”

Lose It! was founded with the goal of making weight loss easy, personalized, and achievable and has helped more than 24 million members shed close to 40 million pounds. Centered on the proven principles of calorie tracking and community support for healthy, sustainable weight loss, Lose It! empowers people to discover and embrace life-changing habits that help them live healthier lifestyles and achieve their weight-loss goals.

Lose It! seamlessly integrates with top health and fitness brands such as Jawbone, FitBit, Nike, Misfit, Withings, Strava, MapMyFitness, Apple Health, and RunKeeper, and gives members the ability to share data through wearable activity trackers, Bluetooth devices, and a variety of connected mobile apps.

Whether psychological or physical, the future of consumer demand for trackers remains strong. Ninety four percent of survey respondents indicated they will still be using their activity tracker a few months down the road.

About Lose It!

Since 2008, Lose It! (www.loseit.com) has helped more than 24 million members shed close to 40 million pounds by delivering the most comprehensive, personal weight-loss program. Continuing to lead the Health & Fitness and Top-Grossing App categories on iTunes, Lose It! empowers members to live healthier lives and achieve their weight loss goals through motivation and challenges, coaching, overall health management, and the insights that come from tracking and monitoring daily calories, exercise, and nutrition. Lose It! makes it easy and convenient for anyone to transform their lives in meaningful, healthy ways on the go and at the touch of a screen. Based in Boston, Lose It! is powered by proven nutrition science, robust behavioral data, and customer-centered software development and continues to lead and innovate the digital health and fitness market. Join the millions of members experiencing weight loss that fits by visiting LoseIt.com or downloading the Lose It! app for [iPhone](#) or [Android](#).

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