

## **JAWBONE TO ACQUIRE BODYMEDIA, INC., FURTHERING ITS LEADERSHIP IN WEARABLE TECHNOLOGY**

*Acquisition Will Accelerate Jawbone's Technology Innovations and IP in Health & Wellness*

*Jawbone UP™ Now Tracking Over a Billion Steps and 610,000 Hours of Sleep per Day*

**SAN FRANCISCO – April 30, 2013** – [Jawbone®](#), a leader and innovator in products and services for the way we live, today announced that it is acquiring BodyMedia® to further its leadership and accelerate its innovation in wearable health technology and personal data analysis.

“There’s an enormous appetite for personal data and self-discovery among consumers that will only continue to grow,” said Hosain Rahman, Jawbone CEO and founder. “Together, BodyMedia and Jawbone have almost three decades worth of deep tech, science and intellectual property around sophisticated sensors on the body, and nearly 300 issued and pending patents around wearable technology. We look forward to pushing new boundaries, creating new markets, and showing people what’s truly possible with wearable computing.”

BodyMedia has been a pioneer in wearable body monitors, with over 14 years of medical and consumer expertise in the category and 87 patents issued. The company has amassed one of the largest living databases of raw and real-world human sensor data from its patented multi-sensor body monitors with over 500 trillion sensor points collected and analyzed over the company’s history.

BodyMedia also has the only platform of its kind that is registered with the FDA as a Class II medical device and that is clinically proven to enhance users’ weight loss.

“Jawbone’s deep expertise with consumer technology, design, and building products that fit seamlessly into people’s lives is the best way to carry forward many of the innovations that BodyMedia has developed over the past 14 years,” said Christine Robins, CEO of BodyMedia. “We are eager to pair our depth of insight and IP with Jawbone’s expertise so that together, we can make an even bigger impact on people’s health and help them achieve their goals.”

BodyMedia employees will join Jawbone’s existing team.

For more information about Jawbone’s products, please visit: [www.jawbone.com](http://www.jawbone.com).

### **About Jawbone**

For more than a decade, Jawbone® has developed human-centered wearable technology and audio devices that solve everyday problems and help us live better. A 2010 IDSA Design of the Decade winner, the company is the creator of the best-selling JAMBOX® and BIG JAMBOX® wireless speakers, the award-winning Jawbone ERA® and ICON™ Bluetooth® headsets, and NoiseAssassin® technology.

Jawbone's approach to lifestyle tracking is unique, with over 230 patents filed related to UP® and its wearable technology manufacturing processes. Jawbone is privately held and headquartered in San Francisco.

Jawbone®, UP®, Jambox®, Big Jambox®, Jawbone ERA®, ICON™, and NoiseAssassin® are trademarks owned by AliphCom dba Jawbone. Other company and product names may be trademarks of their respective owners.

#### **About BodyMedia, Inc.**

BodyMedia pioneered the development of wearable body monitors that collect physiological data for use in improving health, wellness and fitness. Founded in 1999, the company today provides a variety of around-the-clock on-body monitors utilizing proprietary technology that has been clinically validated for accuracy. Data captured by BodyMedia devices is used by consumers as well as health and wellness professionals to guide behavioral changes to control weight and promote an active lifestyle - two factors that are routinely cited as keys to combat and manage serious medical conditions. BodyMedia has amassed one of the largest databases of information about the human body, and the technology has been used in more than 100 clinical research studies covering health issues such as obesity, COPD, diabetes, cystic fibrosis, cancer, bariatrics, sleep and intensive care. BodyMedia is privately held and based in Pittsburgh, PA. For more information, visit [www.bodymedia.com](http://www.bodymedia.com).

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