

WORLD'S FIRST GSM-ENABLED SCALE GETS SET FOR LAUNCH TO HELP IN WEIGHT LOSS

The world's first GSM-enabled bathroom scale is finally available for health professionals and individuals as well. The unique combination of their web-scale and website represents a new milestone in Health 2.0 to promote the collaboration between people and their health professionals in order to fight obesity.

New York, NY - April 15, 2010 – Today, BodyTrace Inc., launched its BodyTrace eScale and Website to the market to help people lose weight. The BodyTrace eScale is the world's first GSM-enabled bathroom scale that wirelessly uploads and displays the user's weight at the BodyTrace Website. Since it's using GSM technology, it does not require any software or hardware configuration to use.

The comprehensive weight monitoring system includes interactive weight and BMI charts, food diary and intake calculator that gives guidelines on fat, protein, carbs and water intake. The progress is 100% private; allowing people to keep their results to themselves. As an introductory offer they have lowered their prices, so the eScale and Website is available from \$9.99.

A solution for professionals

In addition to the Website that is used by thousands of people already, the company has developed an interface for weight loss clinics, medical and fitness professionals, where they can monitor their clients effortlessly.

Professionals are able to manage their clients by setting up an alarm system that can help to recognize unwanted trends early, so appropriate action can be taken immediately. Automated messages can also be scheduled to provide encouragement for users and save time for professionals. BodyTrace is currently forming long-term partnerships with health and wellness management companies and looking for partners to reach a broader audience.

Few words from the Founder

“We are very excited to launch our weight loss program today. We have been testing and improving our program for almost a year now, taking advantage of the tremendous feedback we received from our users. Our goal is to help people in their weight loss journey and provide an easy and fun solution for them. Over 66% of Americans are overweight, and our product is designed to provide continuous support and feedback on weight changes, eating habits and exercise regime.” – said Gyula Borbely, president of BodyTrace.

The BodyTrace Weight Loss Program is starting from \$9.99.

For more information about this product please e-mail us at media@bodytrace.com.