

INTERNET CAPABLE BATHROOM SCALE OFFERS A NEW WAY FOR WEIGHT MANAGEMENT

Two young entrepreneurs are turning the weight loss industry upside down by revolutionizing how people look at weight loss. It is especially important since over 30% of the U.S. population is obese and according to some recent studies over 75% of U.S. adults will be overweight by the year 2015.

New York, NY - June 23, 2009 - Today, BodyTrace Inc., introduced its BodyTrace eScale and Website to the market.

“We hear promises about reaching weight loss goals every day, but most of these programs and systems are lacking real facts and figures. We are taking this to a whole new level where only measurable results count. Only hearing that a new weight loss tool works is history. Seeing that success on a chart, that is future. Our future.” – said Gyula Borbely, the president of BodyTrace.

The BodyTrace eScale is a bathroom scale that wirelessly uploads and displays the user's weight at the BodyTrace Website. Since it's using wireless connection it does not require any software configuration to use. The Website's motivational interface encourages users to share their progress, exercise ideas and recipes to work jointly towards a common goal. Of course they can choose to keep everything private, so their profile will not be visible to others.

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.

Few words from the Founder

“We are very excited about our new product and we hope that this excitement catches on. The BodyTrace eScale and Website is a truly unique service that offers instant feedback on someone's success while keeping them responsible for the results. Nobody wants to step on our eScale and see that the charts are getting higher. Instant results equal instant motivation.” – added Gyula Borbely.

The BodyTrace eScale and the BodyTrace Website will be available in September 2009. The BodyTrace eScale will retail for \$119; signing up on the BodyTrace Website is \$19.99 / 3 months. Pre-order information is available today on www.bodytrace.com.

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