

Withings Turns Your Weight Into a Guessing Game

Built on the Facebook® Platform, Withings has created an application that allows users to guess the changes in the weight of their friends- for better or worse

Paris, France – October 13, 2010 -- Withings, makers of the famed WiFi Body Scale, has released a Facebook application called GuessMyWeight. This is a completely optional and voluntary application that allows users to earn points by guessing their friends weight. Each user of the Withings WiFi Body Scale can play by putting their weight out there for all their friends to see and then their friends can bet if they will increase or decrease. With GuessMyWeight, weight curves are built into the dashboard of the Facebook user so that their friends can keep an eye on it. This application is completely voluntary and the data is only visible by the user's group of friends.

Cédric Hutchings, co-founder of Withings says that the idea of GuessMyWeight *"started as a joke amongst our team."* *"The idea of playing a game with your weight on Facebook shows a playful and an entirely new way to take the drama out of your weight, while enjoying the support of your friends. Losing, or even gaining, weight is not easy when done alone, so why not get your friends in on it?"*

Facebook's mission is to give people the power to share and make the world more open and connected. Facebook users communicate and share information through the social graph, the network of connections and relationships between people. With more than 500 million active users, Facebook is the fourth- most trafficked website in the United States.



Smart, easy and wireless, the Withings Body Scale is the world's first WiFi connected personal weight scale, which automatically records the user's body weight, lean & fat mass, and calculated body mass index (BMI) to his/her secure webpage and/or free Withings iPhone or iPad application, WiScale. Also, if the users decide, they can set their objectives and ask their **Body Scale to discreetly inform them about their progress via mail...**

Since its release in September 2009, the Withings WiFi Body Scale has taken additional steps in expanding its connectivity by sharing its platform with a growing number of partners, offering Health 2.0 and online coaching services.

Withings developed partnerships with online coaching website such as: DailyBurn.com, RunKeeper.com, FitOrbit.com, gymtechnik.com, aujourd'hui.com, Strands.com, Danholt4mac.com, Jogmap.de. Also, the scale connects to Google Health and Microsoft HealthVault. By interfacing the smart bodyscale with popular fitness websites, Withings gives its customers more outlets to track their progress using online services via any connected screen such as smartphones, tablets or PC. The Withings Wifi Body Scale allows users of these sites to seamlessly upload their body weight, lean & fat mass, and calculated body mass index (BMI) directly to the websites. No longer will users need to login to these individual sites just to record their weight, all they need to do is step on the scale and it's done for them. This balance without equivalent comes to simplify the good being. A new white edition of the Withings WiFi Body Scale is currently available in Europe at the price of 129.00€ on www.withings.com. Withings will launch two new communicating products in 2011.



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About Withings:

Withings designs, develops, and industrializes connected objects. Withings is a French start-up established by three executives from technology and telecom industry. With a focus on innovation and design for everyday products, Withings introduced in September 2009 its first-of-its-kind WiFi Bodyscale in the world. Withings is an actor of the Internet of Things. Increasing capacities of an object by network resources allows accessing to infinite calculation and storage capacities without increasing the cost. The object's interfaces are also ported to devices like mobile phones or computers, to benefit from their resources. Withings makes internet connected objects. www.withings.com

About Withings Founders:

Eric Carreel: Withings President

49 years old, Eric first worked in institutional research as a researcher in the field of radio. He then jointly founded Inventel and was president from 2002 to 2005, being one of the major architects of Triple Play in Europe. After Thomson bought Inventel, he became technical director of Thomson's domestic product division. He created and managed the Advanced Product Development group within this division. Eric is an Engineer from the Industrial Physics and Chemistry Grande Ecole in Paris (ESPCI) and has a PhD in engineering from the university of Paris VI. He is the author of fifty or so patents. Eric provides the vision and innovation.

Cédric Hutchings: Withings General Manager

33 years old, he accumulated 8 years experience in marketing general public technological products. After joining Inventel as product manager where he managed the launch of residential wireless gateways, he help at Thomson in the position of marketing director of domestic products in charge of developing residential offers. Engineer at the Ecole Centrale of Paris and holder of a Masters from the Massachusetts Institute of Technology (MIT), distinguished best Product manager of the Thomson group in 2006. Cédric ensures the general management and marketing and commercial development.

Frédéric Potter: Withings Technical Director

From 1998 to 2008, as founder and technical director of Cirpack, he developed telephone switching equipment that are today at the heart of the networks of hundreds of operators, including for example, Free.fr. During this decade he played an important role in the world deployment of telephony over the internet. He is a graduate of Télécom Paris and holds a PhD in micro-electronics. Frédéric is in charge of research and development.