



Walkingspree Expands Device Options with Fitbit to Increase Member Engagement in Corporate Wellness Programs

San Antonio, Texas - May 22, 2013 – To help members more easily integrate fitness into their daily routines, Walkingspree is pleased to announce integration of its advanced wellness platform with Fitbit pedometer devices. This new upgrade automatically transfers real-time step data onto the same Walkingspree dashboard members use to track their company's team standings, view progress on rewards, analyze achievements, and chart calories and fat burned.

Walkingspree also offers an integrated nutritional module that highlights the steps required to burn any food consumed along with recommended alternate choices by facilitating the search for healthy food items or recipes to help users better manage their weight. By offering Fitbit device connectivity with Walkingspree features, employers offer expanded options and flexibility for employees, who can now take full advantage of the benefits offered through their employer's corporate wellness program without an ounce of sacrifice.

Fitbit is a leading provider of innovative fitness devices targeted to the consumer market. "Our latest software upgrade delivers an accurate and consistent user experience for fitness enthusiasts who already use Fitbit devices to track their daily activity," explained Jeb Cariker, VP & Chief Technology Officer of Walkingspree. "This strengthens our partnership with corporate clients who want to offer a wider range of personal user preferences, expanded engagement, and participation."

Fitbit devices can be activated for the Walkingspree platform in just a few easy steps. Once the member gives permission to link their Fitbit step data, the updates will happen seamlessly every time their Fitbit data is uploaded. Members will now be able to enjoy the benefits of both programs.

Walkingspree has created a platform to connect with multiple devices. In addition to Fitbit devices, participants can still use Walkingspree's extremely accurate USB pedometers, including the #1 rated Omron

HJ-720 pedometer and the latest Omron HJ-324 pedometer. These pedometers are designed for seamless upload to the member's personal dashboard on Walkingspree, compatible with both PC and Mac operating systems. Walkingspree will continue to expand device choices by soon introducing its own wireless device. Continued enhancements to its software features, tools, and social networking platforms are ongoing to support member engagement while ensuring that its platform provides flexibility to configure a unique solution to any one of its hundreds of corporate clients.

About Walkingspree

Walkingspree is a specialized wellness program vendor that employs interactive technology to inspire healthier choices and increased physical activity. These activities are shown to boost morale and help to control the rising cost of health care. The customized online program helps employers and insurers engage their members, delivering a validated and measurable ROI. Based on a computer-connected pedometer that tracks steps, interactive food and body trackers, an active social network, and gamification techniques, the corporate wellness program has been shown to deliver more than 50 percent employee participation and year-over-year member retention. Walkingspree programs are already in use by health insurers, insurance brokers, Fortune 500 companies, and small to medium sized businesses. Walkingspree is based in San Antonio, Texas. For more information, visit www.walkingspree.com.

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