



## ***Lose It!*® Health-O-Meter® Bluetooth Scale Transforms Weight Management Into an Engaging, Interactive Game with a 96% Success Rate**

BOCA RATON, FL – July 17, 2013 – Americans are taking back control of their weight management with a scale that transforms the task into an engaging, interactive system that delivers a 96 percent success rate! The recent decision by the American Medical Association to officially recognize obesity as a disease has once again focused a spotlight on Americans' struggle with weight management. According to the Centers for Disease Control and Prevention, the U.S. obesity rate increased almost 50 percent between 1997 and 2012. Today, nearly 30 percent of American adults are considered obese, and children are following suit with their obesity rate more than doubling in the past 30 years.

Recognizing that education, prevention and treatment are critical, two leading personal wellness brands have come together to offer a promising solution. **Health-O-Meter®**, a leading provider of innovative solutions that empower consumers to manage their personal wellness, has joined forces with ***Lose It!*®**, the most complete and streamlined weight loss application for smart phones and on the web. The result is the new ***Lose It!*® Health-O-Meter® Bluetooth Scale** which features technology proven to reduce weight among 96 percent of users.

**Consumers with a connected scale lose 2.5 times more weight than those without one.**

The ***Lose It!*® Health-O-Meter® Bluetooth Scale** connects consumers to three million other active users in the ***Lose It!*®** community who share similar goals, transforming the challenge of weight loss into an engaging, interactive, sometimes competitive system that keeps everyone accountable and on track. The system leverages devices and apps unlike any other weight loss solution to encourage behavior that promotes effective, sustainable weight loss. The result is a customizable tool that serves a range of weight management goals, from active athletes to the sedentary, diabetics to the obese. Health, fitness and medical needs can be managed seamlessly.

**The average *Lose It!*® user loses 12.3 pounds, and those with three or more “friends” are five times more likely to achieve their weight loss goals.**

Using Bluetooth® technology, this scale sends weight information wirelessly to the popular weight loss application, ***Lose It!*®**. Consumers simply open the ***Lose It!*®** app on their smart phone, connect to the scale, step on the scale, and weight information is automatically updated. Consumers can use the app throughout the day to track exercise goals and activities, health-related goals and information (such as blood pressure and nutrition). Consumers can also enter or scan food choices and easily track calories from a database of thousands of meals, snacks and restaurants. This is a key feature as calorie restriction appears to be the most effective method of sustainable weight loss, according to Harvard School of Public Health.

Priced at just \$69.99, the scale features settings for up to four users, and can accommodate up to 400 pounds. The new ***Lose It!*® Health-O-Meter® Bluetooth Scale** will be available at Wal-Mart and Amazon.com beginning October 2013.

For more information, visit [www.HealthoMeter.com](http://www.HealthoMeter.com).

## **About Jarden Corporation**

Jarden Corporation is a leading provider of a diverse range of consumer products with a portfolio of over 100 trusted, quality brands sold globally. Jarden operates in three primary business segments through a number of well recognized brands, including: Outdoor Solutions: Abu Garcia®, Aero®, Berkley®, Campingaz® and Coleman®, ExOfficio®, Fenwick®, Gulp!®, Invicta®, K2®, Marker®, Marmot®, Mitchell®, Penn®, Rawlings®, Shakespeare®, Stearns®, Stren®, Trilene®, Völkl® and Zoot®; Consumer Solutions: Bonaire®, Breville®, Crock-Pot®, FoodSaver®, Health o meter®, Holmes®, Mr. Coffee®, Oster®, Patton®, Rival®, Seal-a-Meal®, Sunbeam®, VillaWare® and White Mountain®; and Branded Consumables: Ball®, Bee®, Bernardin®, Bicycle®, Billy Boy®, Crawford®, Diamond®, Dicon®, Fiona®, First Alert®, First Essentials®, Hoyle®, Kerr®, Lehigh®, Lifoam®, Lillo®, Loew Cornell®, Mapa®, NUK®, Pine Mountain®, Quickie®, Spontex® and Tigex®. Headquartered in Rye, N.Y., Jarden ranks #383 on the Fortune 500 and has over 25,000 employees worldwide. For further information about Jarden, please visit [www.jarden.com](http://www.jarden.com).

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