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For Immediate Release

**Nutrihand Launches FREE Online Service for  
Health Management and Weight Loss**  
*Expanded to anyone with or without a medical condition like diabetes*

**Mountain View, Calif. – August 15 , 2005** -- Nutrihand, Inc. today announced the expansion of its web-based health management service ([www.nutrihand.com](http://www.nutrihand.com)) to help consumers plan, track and manage their nutrition, fitness and medical information online. Previously only for diabetics, the service expanded and now empowers anyone with or without health complications to lose weight and manage their health, with easy-to-use, web-based tools to create and monitor their diet, exercise and medication routines. Demand for specialized health management services is growing exponentially. Today, 52 percent of the adult online population is thinking about or trying to lose weight for health reasons or to look better.

Unlike other diet e fitness services, Nutrihand is the only one that combines nutrition, fitness and medical tools with a powerful personalization engine that learns as the user enters information. It is also the only online service that is designed for people with medical conditions such as celiac disease, hypertension, obesity and diabetes.

The service can be accessed from any Mac or PC at no charge, or customized to individuals who would like more specialized plans and reports for a small fee.

According to Felicia D. Stoler, MS, RD, "Most consumers know that eating well and exercising are the ingredients for a healthier and happier lifestyle. Yet for many, staying faithful to a diet and fitness routine, making adjustments to the program and keeping track of the results, can be too time-consuming and a cumbersome challenge." Ms. Stoler is a registered dietitian and exercise physiologist, who is an expert in behavior modification to influence positive health outcomes.

“Nutrihand’s service was designed to make health management easy. It provides access to a wide range of medical, nutritional and fitness tracking reports, and also serves as a valuable tool for planning meals or designing workouts” said Soraya Bittencourt Chief Executive Officer of Nutrihand.

Nutrihand offers users access to the largest database of foods and exercises, with an easy to use interface that teaches consumers as they plan or track their daily routines, how they can better control their health to manage their medical conditions.

“I’ve already lost 10 lbs. in 5 weeks- that’s a fantastic start! I am now learning to combine and watch portions better. It’s so much easier to plan and prepare foods without having to manually figure out all the carbs and calories. One of the best features is the automatic Nutrition Facts label that is generated when I enter my own recipes!” said Pam Benz, a Nutrihand subscriber.

Nutrihand offers consumers two plans: Nutrihand Basic, which is free of charge, and Nutrihand Premium for \$9.95 per month, which offers more comprehensive tools to allow detailed customization of plans to fit an individual’s needs and preferences. Following is a brief description of each:

**Nutrihand Basic (free of charge):**

- Instant snap shot of your health summary, including food intake, calories burned and vital medication information
- Hundreds of meal plans created by registered dietitians
- Tools to track and access nutritional information on thousands of foods, including ethnic and gourmet specialties, fast food chains and more
- Feedback on calories burned during exercise
- Calculator to determine how long you need to exercise to burn the extra calories you ate
- Global access to personalized medical data, which is 100% private and secure

- Reports that combines caloric intake, energy expenditure and medical vitals to show how they affect one's health

**Nutrihand Premium (\$9.95 per month):**

- All the services available through Nutrihand Basic PLUS
- Meal and fitness plans that can be easily customized to fit user preferences and accompanied by a shopping list
- Calculation of Nutrition Facts label of users' custom recipes
- Detailed medical reports that include glucose and blood pressure readings, pump entries, height and weight, caloric intake and expenditure, and more
- 24/7 online support from medical professionals and registered dietitians
- Variety of tables, graphs, bar charts and histograms from which to print or view reports

“Nutrihand gives consumers the freedom and flexibility to modify their diet or fitness routines as often as they like and still stay on track with their goals,” said Bittencourt.

**About Nutrihand**

Nutrihand, Inc. is an Internet-based health management service that specializes in helping individuals living with health complications such as weight gain, obesity, diabetes, hypertension, heart disease and celiac disease. Nutrihand delivers an all-in-one solution that allows users to easily plan, track, and report their food consumption, exercise and vital signs. Privately-held, Nutrihand is headquartered in Mountain View, Calif. For more information, visit the company's website at [www.nutrihand.com](http://www.nutrihand.com)

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