



**Media Release - December 21, 2005**

FOR IMMEDIATE RELEASE:

**GLOBAL PROBLEM, LOCAL SOLUTION**

Sydney, Australia, December 21, 2005 – A locally based Exercise Physiologist, Dr Toby Heap, has created an inspiring website to tackle the growing health issues stemming from a rapid rise in obesity. Mikibo provides all the tools you need to monitor and record your exercise activity and food consumption and presents the information in a user-friendly site. Whether you use the site regularly or visit occasionally, it is guaranteed to give you insight into your lifestyle habits. Whilst diabetes and obesity cost Australia millions of dollars each year, Mikibo is free for all users. This locally developed initiative aims to make the world a fitter place – an ambitious goal, but something every Australian should strive for on an individual level. Visit [www.mikibo.com](http://www.mikibo.com) and begin your education in health and fitness.

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For additional information or for an invitation to join Mikibo:

Dr Toby Heap (PhD)  
Founder & Managing Director  
Mikibo Pty Ltd  
[toby.heap@mikibo.com](mailto:toby.heap@mikibo.com)

**Mikibo Pty Ltd**  
[www.mikibo.com](http://www.mikibo.com)

Founded in 2005 and headquartered in Sydney, Australia, Mikibo Pty Ltd (ABN 41 116 196 000) operates the health and fitness web site [www.mikibo.com](http://www.mikibo.com). Mikibo is a new and exciting online health and fitness concept. The scientifically developed site offers consumers a range of tools to assist with building fitness, losing weight or simply making more educated food choices. Mikibo has a food database with over 11,000 foods that is growing daily. Members of Mikibo are able to record every detail of their diets and exercise training. Mikibo has groups tailored to specific goals, such as weight loss and running, where members can discuss their experiences, ask each other questions and ask questions of Mikibo experts.

Log onto [www.mikibo.com](http://www.mikibo.com) to join.



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## **KEY FEATURES OF MIKIBO**

### **Daily weight logs**

Record your weight daily or each time you visit the site and it will be graphed so that you can see changes over time. This is the best way to keep track of your weight loss goals.

### **Food database**

The Mikibo food database has over 11,000 foods. Each food has 30 nutritional values so that Mikibo can comprehensively evaluate your diet. The advanced food search system allows you to find the nutritional value of a food with a simple search and add it to your food diary with a few clicks.

### **Food diary**

Your food diary will help you to learn where modifying your diet will be of most benefit. Mikibo makes it easy for you to calculate the amount of energy you are consuming, which can be very time consuming to do by hand. You will also gradually learn to judge sensible portion sizes as well as which foods are more fattening.

### **Exercise diary**

Track how much energy you are burning up each day through physical activity. View charts to see if you are meeting the recommended levels of exercise. Compare how much energy you burn with how much you are eating.