



Media Release - December 21, 2005

FOR IMMEDIATE RELEASE:

CHALLENGING THE OBESITY EPIDEMIC ONE CALORIE AT A TIME

Sydney, Australia, December 21, 2005 – Australia is ranked the fourth most obese nation in the World. Obesity is directly responsible for \$1.5 billion in health spending annually and obesity is approaching smoking as the most preventable cause of death.

A new, Australian based website called Mikibo seeks to teach Australians how to achieve the energy balance required to maintain a healthy, balanced body. Tools on the site include, an automated food diary with exercise log, nutritional analysis of all major vitamins and minerals and exercise plans for those needing guidance or motivation.

Mikibo is a scientifically based approach to diet and weight loss developed by exercise physiologists. It is a user friendly and highly educational site and as advertising funds Mikibo, the tools are free of charge and accessible to everyone.

Visit www.mikibo.com for more information or to explore the key features.

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For additional information or for an invitation to join Mikibo:

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Mikibo Pty Ltd

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. 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 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.