



Media Release - December 21, 2005

FOR IMMEDIATE RELEASE:

DIET AND EXERCISE: GETTING THE BALANCE RIGHT

Sydney, Australia, December 21, 2005 – It is a fact that we were all taught in school science but choose to ignore: If energy consumed exceeds energy required, then the remainder gets stored for later. With Australia now officially the fourth most obese nation in the World, perhaps it's time to come back to this basic principle.

A new, Australian based website called Mikibo is aiming to do just that. The free site makes it easy to log both your exercise and food and monitor changes in weight over time. Even logging a days worth of food and activity is an enlightening experience. And, if you do not need to lose weight, the four week New Year Exercise Plan will give your fitness a great boost.

Mikibo is aiming to educate people on the importance of balancing energy intake with energy use. In the past, people had more physical lifestyles. Today many people spend the majority of the day sedentary and yet consume more energy dense foods.

A look at some of our most popular foods reveals just how much exercise is required to burn off the energy consumed. A can of Coke provides roughly 8% of the recommended adult energy intake. A glass of milk provides a similar amount of energy, however it is high in many nutrients and minerals that are missing from soft drink. A 100 gram packet of chips is equivalent to 8.6km of running, while a 150 gram block of chocolate will set you back 13.2km. Fruit juices are also popular and, although providing valuable vitamins and minerals, they are also energy dense. A fruit smoothie from a typical juice bar is equivalent to running 7.4km or 21% of the recommended daily energy intake versus a fruit salad, which is also a good source of vitamins at only 9% of the energy RDI.

Food	Serving	Energy (kJ)	Distance (Meters)	Energy RDI (%)
Coca-cola	1 can (375mL)	680	2707	8%
Pura milk	1 glass (250ml)	690	2747	8%
Cadbury chocolate	1 medium block (150g)	3320	13219	38%
Yoplait yoghurt	1 tub (200g)	1000	3982	11%
Smith's original chips	1 pack (100g)	2170	8640	25%
Mighty soft bread	2 thick slices (72g)	740	2946	9%
Berri orange juice	1 bottle (300ml)	550	2190	6%
Streets Cornetto ice cream	1 vanilla	880	3504	10%
Boost fruit smoothie	1 regular (650ml)	1850	7366	21%
Fresh fruit salad	2 cups (410g)	790	3150	9%

Ten popular foods along with the approximate distance in meters that would need to be run by a 60kg person to burn them off and the percentage of recommended daily energy intake (RDI).

Mikibo is hoping that by allowing people to easily see how much energy they are consuming, where it is coming from and the additional benefits that come from exercise, people will learn better eating and exercise habits. Through education, users are able to build healthy lifestyle



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habits, which will have long-term benefits. Visit www.mikibo.com to explore the other features that Mikibo has to offer.

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For additional information or for an invitation to join Mikibo:

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Mikibo Pty Ltd

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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.

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.