



Media Release

WEBSITE HELPS BUSY MUMS GET HEALTHY

Sydney, Australia, 22 March 2007 – Mikibo, a free health and fitness website has launched a series of new features to help mothers who are trying to get fit and healthy.

Mikibo Founder Dr Toby Heap said: "The benefits for mothers improving their health through better nutrition and exercise are two fold. Not only does the mother's health improve but also there is a flow-on effect to the rest of the family. Mothers are often the key decision makers when it comes to food for the family. Studies also show that children learn their future eating and exercise habits from their parents."

Mothers are often so focused on managing family and work demands that they find it hard to fit in time for maintaining their health through exercise and often don't know how they should adjust their diet to be healthier. Mikibo provides tools such as food and exercise diaries, training plans, weight and measurement trackers and support groups to help users to monitor and improve their health.

The new features added for mothers include settings for pregnancy and lactation that automatically adjust energy and nutrient targets. Mikibo has also added a mothers support group to encourage users to share tips and ask questions of each other.

Unlike other health and fitness programs Mikibo is a free service. To become a member of Mikibo people can visit www.mikibo.com.

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Mikibo Pty Ltd

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.

The scientifically developed site offers members 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 20,000 foods that is growing daily.

Members of Mikibo are able to record every detail of their diets and exercise training. Mikibo has training programs and support 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's health experts.

More information about Mikibo is available at www.mikibo.com/press or email press@mikibo.com to arrange an interview.