



NEWS RELEASE

Fitbit Extends Corporate Wellness Offering with HIPAA Compliant Capabilities

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Fitbit's HIPAA compliance safeguards support new business and deeper integration opportunities with corporate customers

SAN FRANCISCO--(BUSINESS WIRE)-- **Fitbit, Inc.**, the leader in the connected health and fitness market, today announced that it supports HIPAA compliance, enabling Fitbit Wellness to more effectively integrate with HIPAA-covered entities, including corporate wellness partners, health plans and self-insured employers. The **U.S. Health Insurance Portability and Accountability Act (HIPAA)** is the primary U.S. law governing the security and privacy of personal health information used by health insurance plans and other covered entities.

"We prioritize protecting our consumers' privacy and keeping their data secure," said James Park, CEO and Co-Founder, Fitbit. "Our compliance with HIPAA safeguards formalizes this commitment, and, more importantly, it creates opportunities for more effective relationships with corporate wellness customers."

A Big Step Forward for Fitbit Wellness

Fitbit's HIPAA compliance program provides added value to new and existing customers for **Fitbit Wellness**, the company's business-to-business offering that provides turnkey software and services to help organizations drive engaging, effective and motivating wellness programs.

- The HIPAA compliance program will enable Fitbit Wellness to better support HIPAA-covered entities that are looking to improve the health and wellness of their members and employees.
- Fitbit Wellness will be able to expand integration opportunities with health plans and self-insured employers

by its ability to enter into Business Associate Agreements with HIPAA-covered entities.

“By allowing a greater level of integration with HIPAA-covered entities, Fitbit Wellness can better serve our clients and partners, and their members and employees. We are excited about this new initiative and believe it will allow Fitbit Wellness to serve a broader market, and is another step forward in achieving Fitbit’s goal of empowering users to lead healthier, more active lives,” said Amy McDonough, Vice President and General Manager of Fitbit Wellness.

About Fitbit Wellness

Fitbit Wellness provides hardware, software and services to corporate wellness programs within the enterprise, having launched its initial offering in 2010. Fitbit Wellness works with organizations across all industries, including Appirio, Boston College, Box, Houston Methodist, Indiana University Health, Sharp Healthcare, and TransUnion. It has longstanding partnerships with leading corporate wellness organizations such as StayWell, Humana and Vitality, as well as health plans including Anthem. To date, over 50 of the Fortune 500 companies across a variety of industries are Fitbit Wellness customers.

For more information on Fitbit Wellness, please visit www.fitbit.com/fitbit-wellness.

About Fitbit, Inc. (NYSE:FIT)

Fitbit helps people lead healthier, more active lives by empowering them with data, inspiration and guidance to reach their goals. As the leader in the connected health and fitness category, Fitbit designs products and experiences that track everyday health and fitness. Fitbit’s diverse line of award-winning products includes **Fitbit Surge**, **Fitbit Charge HR**, **Fitbit Charge**, **Fitbit Flex**, **Fitbit Zip** and **Fitbit One** activity trackers, as well as the **Aria** Wi-Fi Smart Scale. Fitbit products are carried in over 45,000 retail stores and more than 50 countries around the globe.

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Forward-Looking Statements

This press release contains forward-looking statements, within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, that involve risks and uncertainties including, among other things,

statements regarding our ability to comply with HIPAA and our ability to expand our Wellness offerings, including with health plans and self-insured employers. These forward-looking statements are only predictions and may differ materially from actual results due to a variety of factors, including the effects of the highly competitive market in which we operate, including competition from much larger technology companies; any inability to successfully develop and introduce new products and services or enhance existing products and services; product liability issues, security breaches or other defects; and other factors discussed under the heading "Risk Factors" in our most recent report on Form 10-Q filed with the Securities and Exchange Commission. All forward-looking statements contained herein are based on information available to us as of the date hereof and we do not assume any obligation to update these statements as a result of new information or future events.

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