Fitbit Unveils Simple Path to Healthy Sleep Habits with New, Personalized Sleep Schedule Feature

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Collaborates with Leading Panel of Experts from Johns Hopkins, Stanford University and University of Arizona on New, Powerful Sleep Tools to Help You Improve Overall Health and Wellness

SAN FRANCISCO--(BUSINESS WIRE)-- Fitbit (NYSE:FIT), the leader in the connected health and fitness market, released a simple yet powerful set of sleep tools to help millions of Fitbit users around the world improve their sleep consistency and overall health. Sleep plays a critical role in health and wellbeing, from protecting against cardiovascular disease, diabetes and obesity, to boosting neurocognitive functions, mental health and longevity.1 Available today on the free Fitbit® app and compatible with all Fitbit devices that track sleep, Fitbit's new Sleep Schedule feature helps guide you to get a more consistent pattern of sleep with:

- Personalized sleep goals based on your sleep data to achieve your optimal amount of sleep each night
- Customized bedtime and wakeup targets to establish sleep consistency
- Reminders to stay on schedule, and a sleep schedule history to chart your progress

These tools are the first in a series of new sleep features being developed in collaboration with Fitbit's new panel of leading sleep experts that includes Drs. Michael Grandner at the University of Arizona, Allison Siebern at Stanford University, and Michael Smith at Johns Hopkins University.

The Fitbit app is a vital part of the Fitbit platform – consisting of devices, apps, social and motivational features, advice and personalized coaching – which is continually getting smarter and easier to use with features like automatic sleep tracking and exercise recognition to make tracking your health and fitness effortless. Working in
harmony, the Fitbit platform helps people make behavioral changes to be more active, exercise more, eat smarter, track their sleep and manage their weight. While many people understand the benefits and importance of a good night's sleep for their health, getting enough sleep (7 to 9 hours) and regularly going to bed around the same time each night can be a challenge.

According to Fitbit's sleep experts, adhering to a consistent sleep routine is one of the most important things people can do to improve their sleep: “If you're constantly changing your sleep routine, it can have the same effect as giving yourself jetlag because you are continually changing your circadian rhythm, also known as your internal clock, which can negatively impact your health and wellness,” said Michael Grandner, PhD, MTR, CBSM. “To improve your physical performance, mental health and cognitive functions, you should aim to get a sufficient amount of sleep each night and be consistent with the times you go to sleep and wake up each day. Fitbit’s new Sleep Schedule tool makes it easier for people to see how much sleep they're actually getting in order to establish a healthy routine – this has the potential to help millions of people around the world improve their sleep and overall wellbeing, which is really exciting.”

Research has shown that getting enough sleep can also positively impact how much you exercise the next day and is vital to post-training recovery, playing an integral role in the body's ability to repair itself. Additionally, Fitbit data also shows a correlation between consistent bedtimes and daily active minutes, especially for users who go to bed early each night. Users who sleep an average of 7 to 9 hours nightly also have a lower body mass index (BMI) than those who sleep only 3 to 4 hours per night, while those who are overweight or obese (BMI over 25) on average sleep over an hour (70 minutes) less per week than those with a normal BMI (BMI 18.5-25).

“What's great about the new Fitbit Sleep Schedule feature is that it looks at your sleep data from your Fitbit device you’re wearing day and night, analyzes it for patterns and creates a personalized schedule just for you,” said Tim Roberts, Executive Vice President, Interactive at Fitbit. “This is a great example of how we're providing guidance using Fitbit data to help millions of people develop healthier habits and routines, and is just the first in a series of new sleep features that we're working on to help our users improve their health through data and coaching.”

Enhanced Sleep Tracking Features

The new Sleep Schedule features on the Fitbit app will help you meet your sleep goals and maintain a more consistent pattern of sleep through these tools:

- **Sleep Goal**: Based on your sleep data from your Fitbit tracker, you can follow the app's personalized recommendations or set your target number of hours to make sure you're getting enough sleep each night.
- **Bedtime and Wake Up Targets**: Based on your sleep goal and past sleep behavior from your Fitbit tracker, the
app will recommend target bedtime and wake up times. You can customize these based on your personal preferences and schedule.

- **Bedtime and Wake Up Reminders:** To help you reach your sleep goal and regularly go to bed and wake up more consistently, you can receive push notification reminders on your smartphone. You can also set a silent wake alarm on your Fitbit tracker based on your wake up target.

- **Sleep Schedule History Chart:** Track your sleep consistency over time to determine if you’re meeting your goals or if you need to adjust your sleep schedule.

### About Fitbit’s Sleep Experts

Fitbit established a panel of leading sleep experts to provide a wealth of academic expertise as it develops innovative and effective sleep features for its users. Their expertise spans a variety of sleep-related topics including health, chronic diseases and insomnia.

- **Michael Grandner,** PhD, MTR, CBSM, the director of the Sleep and Health Research Program at the University of Arizona, is certified in Behavioral Sleep Medicine and focuses his research on how sleep and sleep-related behaviors are related to cardiovascular disease, diabetes, obesity, neurocognitive functioning, mental health and longevity.

- **Allison Siebern,** PhD, CBSM, a consulting assistant professor at Stanford University Sleep Medicine Center and director of the Sleep Health Integrative Program at the Fayetteville VA Medical Center in North Carolina, is board certified in behavioral sleep medicine by the American Academy of Sleep Medicine. She has over a decade of clinical and research expertise in the field of sleep, including examining the factors associated with successful treatment outcomes using Cognitive Behavior Therapy for Insomnia (CBTi).

- **Michael Smith,** PhD, CBSM, is a professor of Psychiatry, Neurology, and Nursing at the Johns Hopkins University, School of Medicine. He is also the director of the Center for Behavior and Health, founder of Johns Hopkins’ Behavioral Sleep Medicine Program and co-directs the NIH-funded Center for Sleep-Related Symptom Science. His research focuses on the neurobehavioral causes, consequences, and treatments of insomnia and sleep loss with an emphasis on the interface between sleep and pain.

Available now on the top-downloaded free **Fitbit app** for Android, iOS and Windows devices, the new Sleep Schedule feature works with all Fitbit devices that automatically track sleep, including **Fitbit Surge™**, **Fitbit Blaze™**, **Fitbit Charge HR™**, **Fitbit Alta™**, **Fitbit Charge™**, **Fitbit Flex®** and through manual sleep tracking with **Fitbit One®**.

### 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 Blaze™, Fitbit Charge HR™, Alta™, Fitbit Charge™, Fitbit Flex®, Fitbit One® and Fitbit Zip® activity trackers, as well as the Aria® Wi-Fi Smart Scale. Fitbit products are carried in over 50,000 retail stores and 63 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 the future availability of sleep-related features and tools in the Fitbit app or on Fitbit devices. 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, features, 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.

5 Based on aggregated and anonymous data from over 10 million users in 2015. Sleep duration is based on time
asleep and does not include restless or awake time. A Fitbit tracker recognizes and awards active minutes when the activity you're doing is more strenuous than regular walking, which includes everything from a brisk walk to a cardio workout or run. Active minutes are awarded after 10 minutes of continuous moderate-to-intense activity and for the purposes of this analysis were averaged across users.


Source: Fitbit, Inc.

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