



## Fitbit Releases New Fitness Product for Pets

*Pet owners will now be able to track their pet's health with a simple new product*

DENVER – September 22, 2018 – Fitbit (NYSE: FIT), the world's leading brand of wearable fitness trackers, is releasing a new product for pets, Fitbit Pet. The Fitbit Pet is a rugged, light-weight device that can clip to a pet's collar and transmit information wirelessly to their owner's Fitbit app. Fitbit Pet will record the pet's activity, sleep quality, heart rate, and more. Owners will be able to keep track of their pet's overall health and compare it to a national database of pet health information. They can also use the information to keep their veterinarians informed, should any health issues arise.

Pets these days are increasingly overweight, leading to higher vet bills and shorter lifespans. Fitbit's new pet-oriented app and tracker will allow owners to visualize their pet's fitness according to their age and breed, set fitness goals for their pets, and monitor any existing health conditions. Tracking a pet's everyday fitness will enable owners to identify trends and even prevent possible health problems. For example, if a pet suddenly becomes restless at night, Fitbit Pet will report this spike in activity to the owner's app, prompting them to keep a closer eye on their pet.

"With Rover's Fitbit Pet, I was able to see how active he was while I was at the recording studio," said Paul McCartney, a Fitbit Pet owner. "When I noticed that his activity level was dropping, I knew right away to take him to the vet. Fitbit Pet is a life saver!"

Fitbit Pet will sync seamlessly to the existing Fitbit app ecosystem. The Fitbit Pet app will be customizable according to breed, age, and other metrics. The health information from the device will transmit wirelessly at set intervals, and owners will be able to see and interpret their pet's health data at a glance, even when they're not at home. For more in-depth analysis, Fitbit Pet's health database will allow owners to compare their pet's activity with other similar pets, as well as identify common health issues that their pet may be experiencing.

"As a working pet owner, I know how hard it can be to keep up with my pet's health," said Rachel Dormido, Director, Fitbit Pet Department. "With this product, I hope I can help bring pets and their owners closer and enable them to travel on their fitness journey together!"

Fitbit Pet is available now for \$75.99. For more information on the features of this product, see [fitbit.com/pet](https://www.fitbit.com/pet). To purchase a Fitbit Pet, please visit [fitbit.com/store](https://www.fitbit.com/store).