

BEURER JOINS WITH INOTIVE SOLUTIONS BV TO BRING CONNECTED WELLNESS AND HEALTH CARE PRODUCTS TO THE MARKET

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New Beurer Connected Personal Weight Scale BG900 and Blood Pressure Monitor BM90 Due to Hit Shelves Later This Fall

NUENEN, THE NETHERLANDS and ULM, GERMANY – Oct. 21, 2011 –

Inotive Solutions BV and Beurer GmbH (Germany) today announced an extensive arrangement that will lead to a new line of high-tech Beurer-branded connected wellness products designed to enhance the user experience of health and wellness products and to link these products to a new and exiting online environment. Beurer is licensing Inotive Solutions's wireless Internet-connected "Youw8 – Dashboard your Life™" technology and will introduce a new line of products, under the umbrella term Beurer "connect", later this fall.

Inotive Solutions's website and smartphone application offer a clear health dashboard which shows the measurements of the connected devices in easy to understand graphs and pictures. "Inotive Solutions's innovative Youw8 wireless technology provides a simple and smart prevention tool for users to learn more about their health and fitness in order to maintain a healthier lifestyle," said Marco Bühler, CEO of Beurer GmbH. "By combining Inotive Solutions's cutting-edge innovation with the power and heritage of the Beurer brand, we can offer consumers a whole new level of service and personalization – both at home and on the Web."

Inotive Solutions BV launched the Youw8 connected personal weight scale in The Netherlands in the fall of 2008 and it's been incredibly popular within the weight loss community and fitness markets. Analysis of user data show that on average a connected Youw8 user loses 0.6 BMI points which stands for an increase in life expectancy of almost one year.

"Beurer's marketing programs and distribution network will help bring the Inotive Solutions technology to a broader audience," said Erik Ekkel, Co-Founder and VP Business development of Inotive Solutions BV. "This partnership gives us the ability to focus on enhancing our internet services and exploring opportunities for future innovations."

Inotive Solutions BV will manage the Web services for Beurer's "connect" line of products, delivering enhanced reporting and diagnostic monitoring. Beurer customers will be able to access Inotive Solutions's web- and smartphone based services, allowing them to monitor their

fitness and health parameters in an easy and interactive way. Beurer will concentrate on the sales, marketing and in-store support for the “connect” products. The first Beurer “connect” products are expected to begin shipping in fall 2011.

How the wireless Beurer “connect” Products BM900 and BG90 Work

The Beurer “connect” products contain a wireless link to an easy to install receiver or “white box”. Via this link all measurements are transported and synchronized with a online personal health dashboard. The consumer has the freedom to monitor this dashboard via his PC or Mac or via a smarthphone (iOS and Android). This online dashboard can also be linked to 3rd party services in order to get support from professionals such as personal trainers, dietitians or physicians. [Click here to read more about how it works.](#)

About Inotive Solutions BV.

Inotive Solutions BV was founded in 2007 by three entrepreneurs, all with a long background within Philips Electronics. The company is located in the Brainport¹ area close to Eindhoven in The Netherlands. Inotive Solutions developed an easy to use wireless platform with a first successful implementation in the connected wellness market. The trademarked Youw8 concept was launched in the fall of 2008 and was the first of it’s kind connected personal weight scale concepts with a full interactive online health dashboard. The “Dashboard your life” slogan got a complete new dimension with this innovative technology. Recently Inotive Solutions decided to market the technology also in other markets like real-time energy monitoring, home control and automotive. For more information, visit www.inotive.com.

About Beurer.

Beurer was founded in the year 1919 in Ulm and stands for health and well-being. Starting with the first heating pad in Germany, the product range now encompasses a large number of products related to wellness, beauty, baby care, sports, medical diagnostics and prevention. It includes heating blankets, heating pads, underblankets, blood pressure and blood sugar measuring devices, nebulizers, fever thermometers, personal and kitchen scales, foot baths and humidifiers, shiatsu massage equipment, pulse monitors and cosmetic mirrors. The family company maintains a global distribution network in more than 80 countries and currently employs approximately 400 people. For more information, please visit www.beurermedical.de or www.beurer.de.

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¹ Brainport received in 2011 the ICF Award for “The World’s Smartest Region”.