

MyNetDiary White Labeling

Features and Benefits



Corporate Benefits Overview

- **Getting in control** of their weight and **learning more** about nutrition helps employees improve self-esteem and achieve a healthier, more balanced lifestyle
- Improving health of employees means **decreased medical costs, increased productivity and morale**. Diabetes Prevention Program says losing 7% of your body weight prevents going from pre-diabetes to Type 2 diabetes (average active MyNetDiary member loses 12%).
- **The cost** of the service is minimal and negligible compared to the cost of health insurance and benefits of nutrition education.
- Leveraging MyNetDiary's white-label diet service allows fast implementation times and is very **cost-efficient**.

MyNetDiary Key Features

Scientific: follows ADA and the Institute of Medicine guidelines.

Online: user diaries are saved on MyNetDiary "cloud" for backup and access from anywhere: smartphone, tablet, PC

Mobile: top-rated mobile native apps on key mobile platforms: iPhone, Android, BlackBerry, iPad; always in sync with state of the art web app available for PC users.

Food-smart: the catalog with more than 485K food labels, updated daily by dedicated research team

Most advanced technologically: instant search-as-you-type, suggests the most relevant foods, reduces food entry routine to several minutes a day

Social: anonymous diet-oriented user groups moderated by Registered Dietitian, controlled sharing and overseeing of diaries, peer-to-peer support, motivation and accountability

MyNetDiary Key Features (continued)

Comprehensive: daily nutrition analysis, trend charts and reports, AutoPilot for optimal weight loss, tracks up to 20 body measurements and knows up to 45 nutrients in every food

Efficient: the average member lost over 27 lbs, or 12 percent of their body weight, in only seven months, or at average pace of 1.4 lbs per week, based on studying 800K user diaries

Mature: 3.2M clients since 2007

Affordable: Consumer prices are about 4 times lower than Weight Watchers Online, white-labeled prices are even lower

Customizable: MyNetDiary team can implement single sign on, custom account management, reports etc

Diabetes and Health tracking: special trackers for blood glucose, insulin, cholesterol paint a "big picture" helping user prevent or manage diabetes and other health conditions like high blood cholesterol and high blood pressure

Participation

- Huge and easy-to-search food catalog, fast food entry, automated planning and personalization, everyday analysis and advice result in weight loss and high program participation.
- Modern mobile and socially-enabled devices stimulate participation and stickiness. Almost everyone uses smartphone. iPad and iPod Touch are popular gift ideas.
- Community features allow employees create common interest-based groups (e.g. "Spring Fat-off Challenge"), which improves peer-to-peer relationships within the organization.
- Participation can be completely anonymous, the level of information openness is controlled by the user.
- Dieting with the whole family increases participation.

More about MyNetDiary

White labeling primer

http://www.mynetdiary.com/white_labeling_primer.html

Live success stories

<http://mynetdiary.com/success.do>

Efficacy report

http://www.mynetdiary.com/mynetdiary_efficacy.html

Community features

<http://www.mynetdiary.com/helpCommunity.html>

Web app and mobile app features

<http://mynetdiary.com/products.do>

Diabetes and Health tracking

<http://www.mynetdiary.com/diabetes.html>

See our app ratings and user reviews: search for "MyNetDiary" on iTunes AppStore, Android Market and BlackBerry App World.

