**Contact:** Dagur Eyjolfsson

dagur@fitbook.com

(415) 900-1295

**Fitbook Launches in U.S. to Help Consumers
Achieve New Year's Resolutions**

*Virtual platform tracks fitness and nutrition to create healthy lifestyle habits*

SAN FRANCISCO – January 2, 2014 – Nearly half of all Americans will set New Year's Resolutions, but less than 10 percent will actually achieve them, according to a [study](http://www.statisticbrain.com/new-years-resolution-statistics/) by the University of Scranton. [Fitbook](http://www.fitbook.com), a virtual platform that helps consumer set and achieve healthy living goals, launched today in the United States to help people make their health and fitness resolutions a reality.

"Without the right motivation, it can be difficult to attain healthy lifestyle goals," said Dagur Eyjolfsson, founder of Fitbook. "Fitbook helps track eating and fitness activities. It also allows users to set healthy living goals so they are creating life-long habits rather than a quick fix like so many diets offer."

After signing up for a free account, consumers can begin to track their diet and exercise. In tracking their diet, they are able to see how many calories they are consuming and if they are missing any important nutrients. The workout journal allows people to track duration, as well as the number of sets and repetitions.

"Studies have shown that keeping a food diary can help people double weight loss," said Eyjolfsson. "Combined with Fitbook's innovative goal-setting platform, our objective is to set consumers up for success in 2014."

Fitbook also has an innovative goal-setting platform. There are a number of pre-defined goals for people to achieve, such as drinking more water, skipping soda, making stretching a daily habit and taking a multi-vitamin, among others.

For $4.95 per month, users can upgrade their account to Premium. Premium members can track an unlimited number of goals and are also able to write their own goals. They also have access to diet and workout plans that have been designed to fit specific healthy-living goals.

"We have found that people who upgrade their account to premium are 65 percent more likely to achieve their health goals," said Eyjolfsson.

In addition, Premium members can access exclusive workout plans that are designed by Fitbook's certified fitness trainers. The plans are tailored to specific fitness levels and incorporate goals to track progress.

Fitbook also offers resources for healthcare professionals. Nutritionists, personal trainers and other professionals can monitor their client's success. They also have the ability to create nutrition and workout plans, as well as set goals for their clients.

"Having a resource like Fitbook can help healthcare professionals transform their relationship with their clients," said Eyjolfsson. "It gives them the ability to provide support and motivation on a daily basis."

Fitbook was first launched in Iceland in 2011. Eyjolfsson launched the service after he found a gap in the market as he sought to make his own lifestyle healthier. Since its launch, Fitbook has helped more than 20,000 people in Iceland meet their fitness and nutrition goals.

For more information about Fitbook, visit <http://www.fitbook.com>.

**###**

**ABOUT FITBOOK**

Fitbook is a virtual platform that helps consumers reach their fitness and nutrition goals by helping them create healthy habits. Through Fitbook, people are able to monitor their diet and exercise, while setting goals to help them achieve success. By focusing on goals, Fitbook helps people transform their lifestyle into one that is healthier. Fitbook launched in Iceland in 2011 and has since helped more than 20,000 people in Iceland meet their fitness and nutrition goals. For more information about Fitbook, visit <http://www.fitbook.com>.