

 dotFIT®	dotFIT Me Program	bodybugg System	WebMD Weight Loss Clinic	Jenny Craig	Supplement RX	Bodymedia FIT (GoWear)
Free Program/Profile	Yes	No	Yes	Yes	Yes	No
Pre-pay savings options	Yes	No	N/A	No	Yes	Yes
Menus/Meal Plans	Yes	Yes	Yes	Yes	Yes	No
Recipes	Yes	Yes	Yes	Yes	Yes	No
Food Log	Yes	Yes	Yes	Yes	N/A	Yes
Items in Food Database	70K (CalorieKing™)	20K	37K	Jenny foods only	N/A	20K
Exercise plan powered by NASM	Yes	No	No	No	No	No
Calorie Burn Tracker	Yes	Yes	Yes	Add-on \$499	No	Yes
Weekly Weigh-in/ Progress Chart	Yes	Yes	Yes	Yes	N/A	Yes
Daily feedback based on food log & progress	Yes	No	Yes	No	N/A	No
Tools/Calculators	Yes	Yes	Yes	Yes	Yes	Yes
Phone Counseling with NASM-certified Coaches	Yes	Some	No	No	No	No
Online Shopping	Yes	Yes	No	No	No	Yes
Exercise Videos by NASM	Yes	No	No	No	No	No
Body sensing device	Yes	Yes	No	Add-on \$499	No	Yes
Free Group Coaching Sessions	Yes	No	No	No	No	No
Personalized Supplement Recommendation	Yes	Yes	No	No	No	No
Articles by industry experts	Yes	Yes	Yes	N/A	Yes	No
Fitness FAQs	Yes	Yes	Yes	N/A	No	No
Academic Partners	Yes	No	Yes	Yes	No	Yes
Complete Youth Programs	Yes	No	No	No	No	No
Mobile Version/Phone App	Yes	Yes	No	No	No	Yes
Fit Pro Training System	Yes	Yes	No	No	Yes	No
Club Implementation System	Yes	Yes	No	No	Yes	No
Club Tracking & Reporting System	Yes	Yes	No	No	?	No
Marketing Downloads	Yes	Yes	No	No	No	No