



For Immediate Release

STAYHEALTHY, INC. NAMES CELEBRITY FITNESS AND NUTRITION EXPERT ROBERT FERGUSON AS OFFICIAL HEALTH AMBASSADOR

Nationally Recognized Personality Partners with Stayhealthy for a Series of Innovative Health & Wellness Mobile App Launches

Los Angeles, California – January 23, 2019 – Stayhealthy, Inc., the creative healthcare technology company dedicated to empowering people to take control of their personal health, has named well-known and highly recognized nutrition and fitness expert, author, host, and producer Robert



Ferguson as the company’s official Health Ambassador. Recognized as one of “America’s leading voices on wellness and weight loss,” Ferguson is the author and CEO of Diet Free Life, host of the Robert Ferguson radio show, a motivational speaker, and fitness expert. He has been featured on numerous television and radio programs, as well as magazine and online news outlets. Ferguson is the author of three books on fitness and nutrition and has authored two evidence-based studies on reversing childhood obesity. He currently serves on the Presidential Task Force on Obesity for the National Medical Association.

For over 20 years, Robert Ferguson has helped thousands lose weight and improve their overall health. He consults for Let’s Move Nation and many Fortune 500 companies, serves as the National Wellness Director for SOBA Recovery Centers, and co-founded the “Show Me Better Health” initiative. He has worked with celebrities including Chaka Khan, Chuck D of Public Enemy, Toni Braxton, Daniel Baldwin, LaToya Jackson, Rikki Lake, and many others.

“Imagine playing by the wrong rule book all of your life. I think the uninformed are often led by or influenced by the misinformed and Stayhealthy is changing all of that. I am thrilled to be part of a company that is ambitiously looking to be the game-changer. Stayhealthy is introducing apps that are highly accurate and which directly empower the user to change their health status for the better. I am excited to be a part of a company that reflects my own experiences and goals.” – Robert Ferguson

Ferguson takes on the role as Health Ambassador as the company debuts its mobile healthcare app, “Color Quest™ an ARt Adventure,” a first-of-its-kind, augmented reality coloring app. The company developed the mobile activity for children to make health and nutrition education fun to experience and explore. Stayhealthy Inc. based its development on research which shows that coloring activities reduce stress while engaging children in a fun, educational activity. Later this spring, Stayhealthy will launch a suite of mobile apps designed to measure and track a number of early predictors of potentially serious medical problems. Unlike FitBit and other wearables, Stayhealthy’s apps only require your smartphone.

Ferguson will make several public appearances and is available for media interviews and special events in addition to providing consultation, education and expertise as Stayhealthy launches its suite of apps and research findings.

Stayhealthy’s overarching mission is to empower people to make the most of their lives. In addition to its release of a series of mobile apps, the company has embarked on a path to bring micro-scale devices to market. These will also be integrated with smartphones and tablets to offer advanced personal health and wellness solutions. With all eyes on the future, Stayhealthy is positioned to take on the ambitious task of keeping America healthy, saving on industry healthcare costs, and providing the benefits of wellness to everyone.

ABOUT STAYHEALTHY, INC.

Stayhealthy Inc. is an engagement-based technology company that uses FDA cleared technologies and devices to track and help users change their health for the better. On target are the growing epidemic of diseases linked directly to excess body fat such as Type 2 diabetes. The company’s innovation in healthcare screening is its use of the mobile platform to screen for excess fat. As part of this initiative, Stayhealthy is introducing its underlying patented BFI (Body Fact Index) technology which represents a highly accurate alternative and challenge to BMI (Body Mass Index). While BMI is still widely used, it was developed in the 1830’s, has not changed since, and most importantly, is not an accurate measure of body fat.

Stayhealthy has used advanced modeling techniques such as neuralnet and machine learning to analyze large data sets and develop algorithms for men, women, and children. This research has allowed the company to predict body fat percent and lean body mass percent with 98%

accuracy over time while using only basic profile parameters. When the company's patented Body Fact Index is introduced this spring, it will revolutionize the way individuals and healthcare professionals measure body mass, body fat, and overall health. "Color Quest™ an ARt Adventure," has now been released as the debut product in Stayhealthy's mobile app platform.

For more information, go to www.stayhealthy.com.

PRESS CONTACT

Caroline Galloway

caroline@m2mpr.com

(440) 591-3807