



Contact: Christie Renick
(805) 409-3381
christie@dotfit.com

dotFIT WORLDWIDE BUILDS PRESENCE ON TWITTER, FACEBOOK

Social Networking Initiative Drives dotFIT's Desire to Help Change Lives Online

WESTLAKE VILLAGE, Calif. (July 1, 2009) – dotFIT Worldwide, a leading health, fitness, nutritional and technology resource, announces its presence on Twitter, Facebook, MySpace, and other social networks. dotFIT Worldwide offers a comprehensive online weight control and fitness program, thousands of articles, videos, tools and resources as well as meal replacement bars, shakes and dietary supplements to help people achieve their health and fitness goals.

dotFIT Worldwide realizes the value of a nontraditional communication approach. “Most companies that use social networking sites do so as a marketing strategy. Our mission, first and foremost is to help change lives. Issues related to health and fitness are very personal and emotional for people and we want to communicate with them in a way that will help them to succeed, no matter what their goals are.” said Chief Marketing Officer Craig Pepin-Donat. “People want quality information from established and reliable sources, and they want it instantly. That’s why and we’re using sites like Twitter and Facebook to deliver our message, and we’re developing our entire platform to be smartphone-compatible.”

Fans of dotFIT can rave about their favorite products, share personal success stories, and get the latest tweets, blog posts, tips and status updates from dotFIT experts, including founder Neal Spruce, staff registered dietitian Kat Barefield, and exercise expert Scott Pullen.

“It’s amazing how fast word gets around. When people find a program that actually works, or they try a product that tastes great, they tell everyone they know. We’ve got a proven fitness and nutrition program along with thousands of articles, videos, resources and free tools that help people achieve their goals and we plan on spreading the word through this medium,” continued Pepin-Donat.

Founded in 2008 by nutrition pioneer Neal Spruce and fitness visionary, Dr. Micheal Clark, CEO of NASM (National Academy of Sports Medicine), dotFIT Worldwide is poised to become the worldwide leader in personalized holistic health and fitness solutions.

For more information about dotFIT, visit www.dotFIT.com or call 877.436.8348. To find dotFIT on Twitter, go to www.twitter.com/dotFITWorldWide, and to find dotFIT on Facebook go to <http://tiny.cc/kvixj>.

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About dotFIT Worldwide:

Founded in 2008 by a seasoned team of leading fitness industry visionaries, dotFIT Worldwide is rapidly becoming the worldwide leader in personalized holistic health and fitness solutions. The company's unique online platform, dotFIT.com provides the proven essentials needed for people to eat, live and feel better. Driven by dotFIT's custom Fitness Intelligence Technology, the platform provides a wealth of customized online digital assets, real-time monitoring and progress capabilities, exercise and nutrition programs, nutrition products and access to professional trainers certified by the National Academy of Sports Medicine. For more information visit www.dotfit.com.

About NASM:

Since 1987, the National Academy of Sports Medicine (NASM) has been a leader in providing evidence-based certifications and advanced credentials to health and fitness professionals. Today, NASM serves more than 100,000 members in 80 countries. In addition to its NCCA-accredited fitness Certified Personal Trainer (CPT) certification, NASM also offers a progressive career track with access to Advanced Specializations, Continuing Education courses, and accredited Bachelor and Master Degree programs. The NASM educational continuum is designed to help today's health and fitness professional enhance their career while empowering their clients to live healthier lives.

For more information, call (800) 460-NASM or visit www.nasm.org.

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