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Delicious Cookie Predicted to Dominate “Healthy” Dessert Market
New tasty dotTREATs from dotFIT

WESTLAKE VILLAGE, Calif. (June 01, 2009) – dotFIT Worldwide, the developers of dotFIT.com—a world leader in personalized holistic health and fitness solutions for clubs and individuals—announced the release of two new healthy snacks as part of its nutrition dotFIT product line.

“We’ve been on a quest to develop great tasting snacks that are also healthy and nutritious,” said Neal Spruce, chief executive officer of dotFIT Worldwide. “Numerous studies show that bars like those in the nutrition dotFIT line are critical both for pre/post-exercise for recovery, and during weight loss for calorie control and satiety. But who wants to eat something that tastes like cardboard, no matter how healthy it is? We’ve succeeded in creating delicious products that are also good for you.”

dotFIT brings two new delicious flavors, Creamy Peanut Butter and Triple Chocolate, that radically change consumer expectations of the traditional protein bar by taking them to a higher standard. No longer do people have to sacrifice taste for the sake of nutrition.

dotTREATs are high-protein, guilt-free snacks that feature 230 calories and eight grams of fat. The dotTREATs can be purchased online at www.dotFIT.com, or in any of the hundreds of health and fitness facilities that carry dotFIT products across the US.

About dotFIT Worldwide:

Founded in 2008 by a seasoned team of leading fitness industry visionaries, dotFIT Worldwide is rapidly becoming the 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 assts, 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.

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