

Sodexo and MyFitnessPal Partner to Make Good Nutrition Easy

**Industry-leading mobile application offers Sodexo's customers one go-to place
for tracking dining choices, nutrition and fitness activities at work and home**

GAITHERSBURG, Md., August 6, 2012 – Dietitians and health experts everywhere regard daily tracking of physical activity and food intake as the single biggest tool for success in any health, diet or fitness program and that process just got easier for millions of Americans thanks to a strategic partnership between Sodexo and MyFitnessPal. Now, tracking good nutrition in the workplace is simple as Sodexo connects its database of thousands of chef-developed menu items directly with MyFitnessPal's mobile applications and website.

"Millions of people have downloaded health and fitness related mobile applications for their phones; in fact [research predicts](#) there will be more than 1 billion annual health-related app downloads by the year 2016," said Bill Mitchell, national director of consumer technology solutions for Sodexo. "People want help managing their day-to-day progress and keeping track away from home can sometimes present a challenge. MyFitnessPal fits perfectly with Sodexo's commitment to the communities we serve by taking an approach to health and wellness that's integrated into all aspects of life—at work, school, home and play—giving real-time nutrition information to guide dining decisions."

The MyFitnessPal application, widely praised and rated Editor's Choice by *PC Magazine* and Editor's Pick in *Wired Magazine*, is available as a free download on iPhone, Android, Blackberry and Windows smart phones. The technology utilizes a bar code scanner allowing consumers to instantly download nutrition information for a product as an alternative to searching for it in the database or entering it manually. MyFitnessPal's nutrition database of over 1.8 million products is also available on the MyFitnessPal.com website.

As part of Sodexo's focus on technology and an enterprise-wide point-of-sale system it has introduced unique codes for all products and recipes. Those unique codes, which Sodexo incorporates on signs, labels, and receipts, are integrated into MyFitnessPal, making access to nutrition information even faster. In addition, the program allows for integration of the consumer's information with FitBit, an innovative tool used to track activity, fitness, diet, and sleep patterns, helping people lead healthier, more active lives.

"We're extremely pleased to partner with Sodexo," said Albert Lee, co-founder of MyFitnessPal. "This partnership supports our goal of making it easy for consumers to be able to find accurate nutrition information wherever they may be dining as they use our application to simplify keeping track of their nutrition and fitness goals."

The partnership with MyFitnessPal is aligned with the priorities for Sodexo's Better Tomorrow Plan, the company's sustainability roadmap, which includes actively promoting nutrition, health and wellness; committing to local communities and protecting the environment.

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About MyFitnessPal

Founded in 2005, MyFitnessPal is a leading health and fitness service with easy-to-use web and mobile apps for tracking nutrition and exercise activity. Over 20 million people have already selected MyFitnessPal's top rated nutrition tracking tools to empower them to achieve their health and fitness goals. MyFitnessPal's free application is available on any iOS, Android, Blackberry, Windows Phone 7 device or the web and is supported by an enormous food database of over 1.7million food items and a fully featured social network to enable a steady stream of community engagement and support. Follow MyFitnessPal on Twitter at <http://twitter.com/MyFitnessPal>, or join MyFitnessPal's 350,000+ Facebook Fans at <http://www.facebook.com/MyFitnessPal>.

About Sodexo

Sodexo in North America

Sodexo, Inc. (www.sodexoUSA.com), leading Quality of Daily Life Solutions company in the U.S., Canada, and Mexico, delivers On-site Service Solutions in Corporate, Education, Health Care, Government, and Remote Site segments, and Motivation Solutions such as Esteem Pass. Sodexo, Inc., headquartered in Gaithersburg, Md., funds all administrative costs for the Sodexo Foundation (www.SodexoFoundation.org), an independent charitable organization that, since its founding in 1999, has made more than \$17 million in grants to end childhood hunger in America. Visit the corporate blog at www.sodexoUSA.com/blog.

Sodexo, world leader in Quality of Daily Life Solutions

Quality of Life plays an important role in the progress of individuals and the performance of organizations. Based on this conviction, Sodexo acts as a partner for companies and institutions that place a premium on performance and employee well-being, as it has since Pierre Bellon founded the company in 1966. Sharing the same passion for service, Sodexo's 413,000 employees in 80 countries design, manage and deliver an unrivaled array of Quality of Life Services. Sodexo has created a new form of service business that contributes to the fulfillment of its employees and the economic, social and environmental development of the communities, regions and countries in which it operates.

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