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## The New MIO Watch is 'Motiva'ting Consumers to Looks their Best

VANCOUVER, BC, May 23, 2007 – Consumers around the country are getting 'MOTIVA'-ted to get in shape with the new [MIO Motiva](#) watch. The Italian designed line will have a stylish, bold new look for customers to wear throughout the day to help monitor hear rate, calories consumed and calories burned. The watch will feature the company's signature [MIO 3500 Calorie Countdown](#) to help customers shed one pound of weight each week.

"It is always a challenge to find new ways to encourage people to get out and exercise," says Liz Dickinson, CEO and founder of Physi-Cal Enterprises, manufacturers of the MIO line of strapless heart rate watches. "We hope the new MOTIVA with the [3500 Calorie Countdown](#) will help men and women see how attainable it is to lose weight given the right tools."

The [3500 Calorie Countdown](#) is based on the fact that there are 3500 calories in one pound of weight. Wearing the attractive [MIO Motiva](#) all day allows the wearer to track the amount of calories s/he is burning during all types of physical activity and exercise. The goal of the program and the MIO watch is to encourage consumers to burn 500 more calories than they eat each day, to result in dropping one pound per week. MIO uses each individual's personal information (gender, age, weight and resting heart rate) in a complex formulation to provide an accurate personalized readout of calories burned.

In addition to MIO's signature [ECG accurate](#) strapless heart rate capability and the MIO [3500 Calorie Countdown program](#), the MIO Motiva will have impressive functionality with a heart rate recovery timer and fitness test, built-in walk/run program, a countdown timer with dual modes, visual exercise intensity monitor and water resistance for swimming up to 30 meters. The MOTIVA watch will be available in black with a grey accent and will come with a bonus accessory band in orange and grey. MOTIVA carries a suggested retail price of \$99.99. Like all MIO watches, the MOTIVA is available at [various retailers](#) such as [Dicks Sporting goods](#), [Academy Sports and Outdoors](#), or online at [www.miowatch.com](http://www.miowatch.com). MOTIVA is part of the new line of MioEUROFIT watches launching in September including the [DRIVE](#) and [BREEZE](#).



### About Physi-Cal Enterprises, Makers of MIO Watches:

Physi-Cal Enterprises is a pioneer in health and fitness innovation. The company was the first to invent the fitness watch sans chest strap to monitor heart rate, ECG accurate, and calories burned. The company has eight model watches on the market and will launch two more in 2007. MIO Watches are available at retailers nationwide or online at [www.miowatch.com](http://www.miowatch.com).

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