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PITTSBURGH LIFE SCIENCES GREENHOUSE INVESTS \$50,000 INTO BETTER BODY IMAGE

Woman-Owned Business Disrupts Health and Wellness Category Through Visualization and Personalization

PITTSBURGH, Pa. – March 2, 2016 – Pittsburgh Life Sciences Greenhouse (PLSG), the region’s premier life sciences investment firm, announced today it has made a \$50,000 investment into Better Body Image Corporation, a company that has developed a population health and wellness system which is revolutionary as it is delivered via an app called Better Body Image (BBI™). The app motivates users through visualization and personalization and guides them so they can capitalize on individual fitness goals.

“Through proprietary technology that has the impact to improve employee health and productivity, BBI™ has found the right formula of visualization and personalization to help users improve overall wellness,” said John W. Manzetti, President and CEO of the PLSG. “Founder and CEO Dee Barker is a proven business leader who is driven to ultimately deliver effective solutions that have the power to positively impact overall population health. Dee shows her commitment in every pitch she makes and has poured her heart and soul into this tremendous opportunity.”

The BBI™ app shows users how their body transforms with weight loss/gain over time. The steps are simple: 1) Download the app on Apple or Android mobile devices, 2) Enter personal information, and establish your body change goal, 3) Take a picture of your body, 4) Within seconds you can visualize how you will look when you reach your goal based on historical data of how your body type changes, 5) Follow personalized fitness plan to reach fitness goals.

The BBI™ technology provides users all the resources they need in terms of setting goals and also showcasing calories while providing a proper exercise program. One of the most important features about the BBI™ system is the valuable data analytics. This data will not only allow BBI™ to enhance user experience but will also allow health and wellness providers and employers to track the health and wellness of their employees or patients. This information can help companies/users become more proactive in managing their health and wellness.

“Healthcare is a global issue,” said Ms. Barker. “PLSG saw our vision and they understood the need to improve health and wellness through better employee productivity. Our long-term goal is to use BBI™ in the healthcare system to ultimately reduce healthcare costs. The support that we received from the PLSG will help us get there.”

For more information about the PLSG, visit <http://www.plsg.com> or call 412-201-7370.

About the PLSG:

The PLSG invests in and supports the growth of biosciences companies in Western Pennsylvania. PLSG has a track record of excellence when it comes to attracting and growing life sciences companies in the region. Since its inception in 2002, PLSG has assisted more than 438 life sciences companies and has helped create more than 1,500 jobs and affect another 10,000 jobs in Western Pennsylvania. Forty companies have been provided with office or laboratory space and now 14 have been relocated to Pittsburgh from outside of the region. In addition, the PLSG has invested directly and indirectly more than \$21 million in 77 companies, which has leveraged nearly \$1.5 billion in additional capital to the region.

About Better Body Image:

BBI™ is a revolutionary weight loss, wellness and fitness app that utilizes personalized visualization and weight management mobile technology to show users what their body will look like when they've achieved their fitness goals. BBI is based on 15 years of collecting body data for specific body types, and is rooted in the physiological and psychological sciences. Founder Dee Barker knows that Visualization + Personalization = Results, and is confident that BBI users who "See it" will soon "Be it."

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