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MyFoodPhone Launches Exclusively on Sprint Camera Phones; Users Send Meal Photos to Create Visual Food Journal, Get Feedback to Help Make Healthy Choices

OVERLAND PARK, Kan.--(BUSINESS WIRE)--May 2, 2006--Staying fit is no longer just a craze; for many Americans, it's a way of life. Consumers are looking for new and innovative ways to lose weight and track the nutritional content of the foods they eat. Sprint (NYSE:S) is taking diet and nutrition to the next level by giving its customers the ultimate tool for remaining fit and healthy while on the go - MyFoodPhone.

MyFoodPhone will provide Sprint camera phone users access to the world's first nutrition service based on the use of camera phone images and video feedback. MyFoodPhone allows Sprint customers to conveniently track their food consumption and have easy, remote access to nutrition counseling based on their eating habits.

"Sprint is offering MyFoodPhone as the latest extension of how customers can use their camera phones to enrich their lives," said Pierre Barbeau, general manager of Picture Mail for Sprint. "MyFoodPhone is a lifestyle solution for anyone who wants to get help making healthy eating choices - by using the photos they take with the one device they always have in their pocket."

MyFoodPhone enables Sprint camera phone users to take a picture of the food they eat at each meal or snack and send it in for review by a nutritional advisor. Customers receive video feedback on their eating habits biweekly for only \$9.99 a month. The service's unique mobile food-journaling application helps customers monitor what they eat, modify their eating habits, and achieve their individual health goals through motivation provided by personalized counseling from trained, credible MyFoodPhone Nutrition Advisors.

"One of the biggest challenges for those trying to change their eating habits is to know what they are doing right and where they may need to improve, as well as staying motivated along the way," said Sebastien Tanguay, general manager of MyFoodPhone. "MyFoodPhone on Sprint phones gives dieters a fun, easy and more convenient way to keep a food journal, wherever they are. They also receive nutrition information that is specifically selected for them."

MyFoodPhone's "Visual Food Journal" allows customers to send their Picture Mail photos to a Web-based Food Journal at [www.myfoodphone.com/sprint](http://www.myfoodphone.com/sprint) and log data such as weight, exercise, and calories burned to track their progress on their Sprint phones. A unique dashboard shows the various food categories of each meal and how many portions the customer has consumed. Then a nutrition advisor provides feedback through a video clip on how to improve eating habits.



Sprint offers a variety of health and wellness applications, such as BIMActive from Bones In Motion, which uses GPS to track the user's outdoor exercise routes to calculate distance and speed, save the routes for later use, and share with others online. Health Browser provides access to skynetMD's mobile health Web site, covering disease and drug information, dieting tools, health highlights and health tips. Hitech Trainer provides "personal trainer" designed workouts for the beginning- or advanced-level user with audio and video instructions to guide you through the exercises. To access these services, Sprint PCS Vision users can click on Menu/Web/Downloads/Applications/Health, Food & Drink.

Sprint is a data services company in the content and media distribution business committed to delivering a seamless experience that gives customers the power to connect, share and access information instantly on a mobile phone. As wireless technology, consumer electronics and entertainment converge, Sprint is leading the industry through innovative applications, differentiated content and connectivity to consumers and businesses anywhere, anytime and always on. By using their mobile phones as a source for information, communications, personalization and entertainment, Sprint customers can realize the power of the "third screen."

### About Sprint Nextel

Sprint Nextel offers a comprehensive range of communications services bringing mobility to consumer, business and government customers. Sprint Nextel is widely recognized for developing, engineering and deploying innovative technologies, including two robust wireless networks offering industry leading mobile data services; instant national and international walkie-talkie capabilities; and an award-winning and global Tier 1 Internet backbone. For more information, visit [www.sprint.com](http://www.sprint.com).

### About MyFoodPhone

MyFoodPhone Nutrition, Inc. is a mobile-health application service provider. Its flagship product is MyFood-Phone, a camera-phone food-journaling feedback service. MyFoodPhone is the world's first service that links individuals with their own nutrition coaches and advisors. The company has also developed other mobile health, wellness, and medical devices and software packages that are in the process of being deployed throughout the world. For more information, visit [www.myfoodphone.com](http://www.myfoodphone.com) or call Sebastien Tanguay, General Manager at 418-683-7878, ext. 200, or email him at [pr@myfoodphone.com](mailto:pr@myfoodphone.com).