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The Information Specialists

Press Release

Diet Business Watch.com Online Newsletter Launched To Track Weight Loss Market

Tampa FL, January 31, 2011: Marketdata Enterprises, Inc., a leading independent market research publisher since 1979, has launched a new weekly online newsletter covering news, company developments, market research, forecasts and discussions related to the weight loss market. The weight loss “industry has NO formal trade association, nor does it have a trade journal to call its own.

According to Marketdata’s President, John LaRosa: “Today, those competing in the dynamic and competitive weight loss market have to search on their own for important news and competitor developments in a haphazard way. There is no place they can go to find this information—including new market surveys from the Census, CDC, and private research firms, covering ALL 10 weight loss market segments. Until now. The website www.DietBusinessWatch.com newsletter was created by Marketdata to fill the void and provide a one-stop destination for the latest news of interest to diet companies, entrepreneurs, investors, start-ups, franchisees, industry analysts and more. It also provides a forum to speak directly to John LaRosa, America’s leading diet business consultant.”

Diet Market Segments Tracked:

- **Commercial weight loss centers**
- **Medical weight loss programs (by MDs, clinics, hospitals, bariatricians, dietitians)**
- **Bariatric (weight loss) surgery**
- **Prescription diet drugs**
- **Diet soft drinks and artificial sweeteners market**
- **Health clubs industry**
- **Diet foods and diet food home delivery services**
- **Retail, mail order, and multi-level marketing meal replacements and diet pills**
- **Diet books, DVDs, exercise videos**

DietBusinessWatch.com is more than an RSS feed – RSS feeds are great, but they are not customized to weight loss, which is usually included within a broader category of “health & fitness”. So, the reader has to waste time culling through articles to find the most meaningful ones. In addition, RSS feeds don’t include blogs by top weight loss industry consultants, with opinions and feedback related to the market.

Topics & Features Will Include:

- **Market News...** Marketdata analysts will glean from its extensive contacts and public sources the latest news items related to the weight loss market, which will form the core of the newsletter. Summaries and full articles or links to press releases and studies or websites will be provided. We will cover company and industry news. These articles will appear on the home page.
- **John LaRosa’s Blog...** John S. LaRosa, the nation’s leading diet market analysts since 1989, will post comments, opinions and forecasts about the weight loss market here. Check in for his latest comments. Provide feedback and respond, making for a lively discussion of diet market issues, problems, and more. Readers can check what’s on the mind of dieters, what they like and don’t like about diet products and companies. Get an early read on what they’re thinking.

To get directly to the blog, go here: <http://blog.dietbusinesswatch.com>

- **Diet Market Press Releases...** Want to get the major findings from Marketdata’s latest market studies? Find them here.
- **Market Research Reports...** Find out about Marketdata’s latest market research studies, and those of other publishers as well, with links to Tables of Contents and our secure online store for purchase.
- **Public Firm Financials...** There are only 5 publicly-owned weight loss companies, for which Annual Reports, 10K statements, and quarterly earnings reports are released: Weight Watchers, Medifast, eDiets.com, NutriSystem, and Herbalife. We will report the latest quarterly and yearly financial performance of these companies here.
- **Diet Website Rankings...** Marketdata will track the popularity of the top 25 diet websites, using data from sources such as Experian Hitwise, Alexa, Compete and Quantcast. See traffic patterns and seasonal variations here. Also: comments about Internet traffic, affiliate programs, monetizing traffic and more.
- **Free Job Postings, Joint Ventures, Sales, Deals & Classifieds...** Diet companies can post their job openings here for FREE, for positions located anywhere in the U.S. and abroad. If they are looking for partners or seek funding for ventures, or selling a franchise, these notices can also be posted – Online diet market networking 24/7.
- **Webcasts...** Throughout the year, John LaRosa will be recording webcasts about various weight loss topics and posting them here and on YouTube. Other weight loss experts’ webcasts will also be included.

Also: See our 8-year old weight loss review website: BestDietForMe.com

Editor’s Note: **DietBusinessWatch.com** is an independently produced electronic newsletter, published weekly, that is FREE and unbiased. There is NO subscription cost. Contact: Marketdata Enterprises, Inc., Regents Park Drive, Suite 120, Tampa, FL 33647, Phone: 813-907-9090. FAX: 813-907-3606. John LaRosa is available for interviews.