



Press Release

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FOR IMMEDIATE RELEASE

Smart promotes healthy living via new mHealth Service Automated messaging service launched to assist subscribers with their health needs

Smart Communications, Inc. (Smart) launched a suite of services that will provide subscribers fast and reliable access to information, hints and actionable tips to achieve specific health goals like weight loss and smoking cessation.

These services are made available by Smart in association with PurpleTeal, Inc., a US-based health services provider. Subscribers can reply to a broadcast SMS or send a text message to a short code to begin receiving health tips and information.

Orlando B.Vea, Chief Wireless Advisor of Smart says, "Mobile phones are everywhere and they're very personal. There's a big opportunity for the use of wireless technologies for helping people improve their health. As an initial foray, we are rolling out three ground-breaking health tips services that motivate and prompt subscribers to perform day to day actions for several health needs. We also plan to launch other services from time to time that will cater to different people and communities."

Narayanan Ram, CEO of PurpleTeal says. "PurpleTeal is delighted to go live with this groundbreaking service for Smart subscribers. Smart has taken the lead in bringing this novel service to its subscribers. We are delighted to expand the service to this part of the world. We look forward to helping their subscribers with their health care needs."

As part of this phase, Smart is rolling out services for the following:

LoseWeight@ for subscribers who want to lose weight. A significant percentage of adults in the 20 to 60 age group are overweight and many are trying to lose weight because of: (a) making a New Year, Birthday or some other Resolution, (b) increasing social pressure to be normal-weight, (c) experiencing some ill effects of overweight, (d) getting pressure from Spouse, Family Member, Employer or Doctor, and so on. It is an ideal service for those who have recently made a resolution to lose weight. To subscribe to this service, subscribers must send "**SLIM ON**" to **5656**.

LoseWeight@ service sends two daily tips that embed the principles of awareness, preparation, action and repetition in order to delink the act of eating from triggers and to form new habits to avoid weight gain for the long term. The tips help subscribers stay focused on losing weight, and on dealing with cravings, urges and withdrawal symptoms. After the initial period, the service focuses on reinforcing the new habits and offering additional tips to cut calorie intake, increase physical activity and improve metabolism.

QuitSmoke© for subscribers who want to quit smoking. Subscribers can get daily messages and actionable tips to help them reduce smoking and develop long term smoking avoidance habits, with the objective of eventually quitting completely. It is an ideal service for those who have recently made a resolution to stop smoking. To subscribe to this service, subscribers must send **“QUITS ON” to 5656.**

It takes significant motivation to decide to quit smoking, but even for motivated people, it is very difficult to quit without some day to day hand-holding. This is where the QuitSmoke service comes in. It helps subscribers delink the act of smoking from common triggers and form new smoking-avoidance habits. The service sends daily SMS messages with information, hints and tips to help smokers stay focused on quitting, and on dealing with cravings, urges and withdrawal symptoms, as well as tips and hints to avoid triggers and remain smoke-free.

LiveWell© for subscribers who want to improve their general health and wellness. With rising healthcare costs and scarce resources, people do not always maintain good health habits such as exercising regularly, watching their diet, or going for recommended checkups. Studies show that people perform less than 50% of these actions overall, leaving many missed opportunities to improve their wellbeing and often resulting in unwanted but preventable health conditions. LiveWell will help subscribers diligently and conscientiously monitor their health resulting in an improved quality of life. To subscribe to this service, subscribers must send **“LIVE ON” to 5656.**

All three services cost just PhP 1 per sms/tip. **LoseWeight©, QuitSmoke©, and LiveWell©** SMS updates are sent to subscribers two times per day.

Smart is the only wireless services provider in the Philippines that has significantly invested in mHealth services. In June last year, it launched its flagship mHealth program called Secured Health Information Network and Exchange (SHINE), a web and mobile based system for health facilities and practitioners that allows for electronic medical records, inter-facility referrals, text message reminders and report generation. The current consumer-based offerings with Purple Teal are in line with promoting mHealth and building the ecosystem.

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About PurpleTeal

PurpleTeal, Inc. of Fremont, California, USA is a health services company. Their vision is to improve quality of life of individuals by helping them do a better job of taking care of their health. Their mission is to automate a personalized service that will engage individuals by informing, motivating and prompting them with timely messages, tips and prompts to take proper health actions. LoseWeight© for weight loss, and QuitSmoke© for smoking cessation LiveWell© are examples of health improvement services that are being delivered by PurpleTeal through mobile phones as well as via email and internet.

Website: <http://www.purpleteal.com>