

Weight Watchers® Momentum™ Program Fact Sheet

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The key to successfully losing weight and keeping it off is to find a sustainable plan; a plan that doesn't leave you hungry or deprived. A plan that is healthy. That's why Weight Watchers introduced the new Momentum program.

What can members get out of the new Momentum program?

- Learn how to make smarter eating choices and stay satisfied longer with Filling Foods
- Learn the benefits of tracking what you eat and drink in order to learn portion sizes and be in better control
- Learn how to avoid emotional eating by listening to your body's hunger signals and assessing whether you're really hungry
- Learn about the flexibility of the Weight Watchers *POINTS*® Weight Loss System

More about Weight Watchers Momentum program:

- Combines the latest in scientific research with successful aspects of previous Weight Watchers food plans.
- Teaches a more satisfying way of eating – guiding people toward healthy foods that help them feel satisfied longer so that they can achieve greater weight-loss success.
- Has only one food plan; it is based on the *POINTS* System and incorporates “Filling Foods.”

More about Filling Foods:

- Filling Foods are foods that have been scientifically proven to help keep one feeling satisfied longer and are a central component of the Momentum program.
- They are low in calories, but contain more water, air or fiber per serving, relative to the food's weight. So they're low in energy density. Many are also high in protein.
- Consumers are encouraged to choose Filling Foods as part of their daily *POINTS* Target to keep hunger at bay.
 - Examples include:
 - Whole wheat pasta, brown rice, potatoes and grains
 - Vegetables and fruits
 - Whole-grain cereals-without added sugar, nuts or dried fruit
 - Lean meats, poultry, fish, eggs, beans, and meat substitutes such as tofu
 - Fat-free milk and milk products
 - Soups, made with filling foods

More Tools for Success:

- Momentum provides strategies to avoid obstacles that can get in the way of weight-loss success, such as identifying hunger issues and determining if hunger triggers are emotional vs. physical.
- Offers consumers new tools and approaches for tracking/journaling. Tracking what you eat is scientifically proven to be an effective tool to help weight loss.
 - Research shows that people tend to underestimate how much they eat. Tracking builds awareness which helps reduce mindless eating.
 - Members also learn to use their bodies' signals to recognize satisfaction so that they know when to stop eating

Key Stats and Facts:

Weight Watchers new Momentum Program stays true to Weight Watchers core values – providing people with a scientifically proven, healthy, doable, livable way to lose weight. Momentum is a program that addresses consumer needs to stay satisfied while also ensuring a safe, healthy weight loss^I with sustainable results.

- People who attend Weight Watchers meetings lose 3 times more weight than those who try to do it on their own.^{II}
- Regular meeting attendance with Weight Watchers was significantly correlated with both weight loss and weight-loss maintenance.^{III}
- Weight Watchers members focusing on either low energy density or portion control both show comparable significant decreases in caloric intake along with significant improvements in body mass index and waist circumference.^{IV}
- Keeping track of food intake can boost weight-loss success.^V
- People who have successfully maintained their weight losses report that, over time, it becomes easier and requires less attention.^{VI}

^I With Weight Watchers, members can expect to have a safe rate of weight loss - up to two pounds a week after the first three weeks (during which you could lose more).

^{II} S Heshka, F Greenway, JW Anderson, RL Atkinson, FL Greenway, JO Hill, S Phinney, RL Kolotkin, K Miller-Kovach, X. Pi-Sunyer. "Weight Loss with Self-help Compared with a Structured Commercial program: a randomized controlled trial," *Journal of the American Medical Association* 2003; 289 (14): 1792-1798.

^{III} S Heshka, F Greenway, JW Anderson, RL Atkinson, JO Hill, S Phinney, K Miller-Kovach, X. Pi-Sunyer. "Self-Help Weight Loss Versus a Structured Commercial program after 26 Weeks: a randomized controlled study," *Obesity Research* 1999; 7(S1): 19S.

^{IV} V Nguyen, et al. "Evaluation of Weight-loss Diets on Glycemic Index, Glycemic Load, Body Mass Index and Insulin Resistance," *The FASEB Journal* 2007; 21(5): A694.

^V Boutelle KN, Kirschenbaum DS. "Further support for consistent self-monitoring as a vital component of successful weight control." *Obes. Res.* 1998 May; 6(3):219-24.

^{VI} Klem ML, Wing RR, Lang W, McGuire MT, Hill JO. "Does weight loss maintenance become easier over time?" *Obes. Res.* 2000 Sep; 8(6):438-44.