

The Right Bite 1.0 released for iPhone: Revolutionary Weight Loss Method

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California-based The Right Bite, Inc. today introduces The Right Bite 1.0, their revolutionary behavior modification & weight loss tool for iPhone/iPod touch. Designed specifically to take advantage of the iPhone's unique capabilities and interface, The Right Bite achieves weight loss results differently than alternative diet/programs. Based on proven scientific research, the system helps users lose weight by controlling the pace of their eating rather than typically focusing on what they eat.

Los Angeles, California - The Right Bite, Inc. today is proud to introduce The Right Bite 1.0, their revolutionary behavior modification and weight loss tool for iPhone and iPod touch devices. Designed specifically to take advantage of the iPhone's unique capabilities and interface, The Right Bite achieves weight loss results differently than alternative diet/programs.

Based on scientific research conducted at major universities (including Cornell), the pace that people eat directly affects the amount they consume. The studies conclude that slower eating generally produces less consumption with no loss of feeling satiated. By focusing on chewing thoroughly, the user gets more caloric energy out of each bite than if the same amount of food was less pulverized due to fast eating and improper chewing.

With The Right Bite, users apply this research to determine the optimal pace to eat less and be more satisfied and lose weight in the process. The Right Bite effortlessly cues users on an optimal eating pace for maximum weight loss impact. Certain users could actually lose up to 30+ pounds in less than 6 months, eating whatever they normally eat and desire. The application sports an easy-to-read visual display, with sound and/or vibration cues which serve to help the user stay on track. Among the application's notable features is it serves to turbo-charge the results of most, if not all other diets, such as Weight Watchers, Jenny Craig, Atkins, South Beach, and The Zone diets.

Feature Highlights:

- * Cues users on an optimal eating pace for maximum weight loss impact
- * Easy to read visual display, sound and/or vibration cues help the user stay on track
- * Turbo-charge results from other weight loss programs

"Most diets are just focused on calorie counting and portion control," said Peter Farkas, CEO of The Right Bite, Inc. "No weight loss program specifically focuses on the pace that people eat. In fact, it should be a critical component of any weight management system. That's where the Right Bite comes in. Users do not have to give up their favorite foods - just "Right Bite" them for maximum results!"

Device Requirements:

- * iPhone or iPod Touch 2.2 or later

Pricing and Availability:

The Right Bite 1.0 is only \$1.99 (USD) and available worldwide exclusively through the App Store in the Healthcare and Fitness category. Review copies are available upon request.

The Right Bite 1.0:

<http://www.getrightbite.com/>

Purchase and Download:

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=333441173&mt=8>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

YouTube Video:

<http://www.youtube.com/watch?v=5r3IJF-8kOA>

Splash Screen:

<http://getrightbite.com/wp-content/uploads/2009/08/SplashScreen21.jpg>

Application Icon:

<http://getrightbite.com/wp-content/uploads/2009/11/forPRMac.png>

Headquartered in Los Angeles, California, The Right Bite, Inc. is a privately held Corporation founded in 2009 by Peter Farkas. Established specifically for the marketing of their new patent pending weight loss behavior modification products and method, The Right Bite, Inc. is dedicated to providing weight conscious individuals with a scientific research based, simple, easy to apply behavior modification tool to help them lose weight effortlessly and feel more healthy and satiated in the process. Copyright (C) 2009 The Right Bite, Inc. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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