



iChange Names Stuart MacFarlane as CEO

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Online health and weight-loss community led by professional counselors secures initial round of funding with Momentum Venture Management

Fullerton, Calif., February 1 – iChange Networks, Inc. (www.ichange.com), an online community that helps people make major life changes, today announced that it has closed a funding round with Momentum Venture Management (www.mvmpartners.com) in a syndicate with angel investors. Stuart MacFarlane, a principal at Momentum, has been appointed as the company's CEO.

The company's core philosophy is that major life changes are more easily achieved with support from others. iChange has built a system through which individuals can receive professional counseling and support from other individuals when making change. The company's first offering is nutrition and weight loss, where members can work with dietitians and nutrition support groups who provide guidance, support and accountability.

"Simply put, we have created a tool that is already helping people successfully reach their health and wellness goals because we fill in the gaps where other programs fail," says MacFarlane. "By giving people access to nutrition practitioners and support groups, iChange is changing the rules of the game by turning weight loss from a solo effort into a communal activity with support and encouragement from a large group."

Most diets and weight loss programs fall apart because after a few days or weeks, it becomes impossible to stick to them. That's where iChange is different. The site is more than just a simple social network - it is a place where people can find highly-qualified professionals to help guide, support, and keep them accountable. Members of this free service receive support in the following ways:

- **Personal Counseling.** Members can sign up with a Certified Nutritionist or Registered Dietitian in either intensive one-on-one counseling programs or more social group programs.
- **Friend Challenge Groups.** Members can form private support groups or Biggest Loser-type weight loss challenges among friends.
- **iChange Community.** Members can connect with other iChange members to help monitor and support each other directly.

"Health and wellness is one of the fastest growing sectors of the economy, especially in the online arena," says Andy Wilson, Managing Director of Momentum Venture Management (www.mvmpartners.com), a Los Angeles-based company that helps early-stage companies by bringing experienced interim management skills, critical bridge capital, and a large network of relevant resources to achieve business traction and secure the next stage of investment. "iChange is at the forefront of a new approach to weight loss and personal betterment, and we see this as an excellent investment in an innovative company in a growth industry."

Momentum Venture Management is a Los Angeles-based firm that helps early-stage companies achieve early business results and develop credibility in order to get funding and transform their ideas, technologies and products into sustainable, successful businesses. For more information, please visit www.mvmpartners.com.



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Stu MacFarlane has a strong track record of launching popular online destinations. He joined Momentum in 2007 after serving as CEO of Insider Pages, a search engine backed by Sequoia Capital, Softbank Capital and Idealab. Stuart quickly built Insider Pages into a leading user generated content site before it was sold to Citysearch in 2007. Previously he was VP of New Ventures at Idealab, where he advised portfolio companies in business development, fundraising and new product development. Stu holds an MBA from Harvard Business School and a Bachelor's Degree from Cornell University.

About iChange

iChange (www.ichange.com) was founded in 2008 to provide an accountability-based approach to weight loss. The iChange approach was designed by psychologists, Registered Dietitians and Certified Nutritionists to give members the accountability they need to succeed to reach their goals. The company is based in Fullerton, California, and is privately held.

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