

100,000 people discover weight Loss (Finally) Makes Sense - online

This new year a staggering 100,000 people have logged on to a new weight loss website that promises to "make weight loss make sense".

Part of the website's attraction is not what people are losing, it's what they are gaining. This diet program once sold for several hundred dollars but is now available for free online.

The newly launched BetaLife website betalife.com was designed as the place to go for health, diet and lifestyle information. But even the co-founders of BetaLife did not realise how many people would decide to come and call it their place as well.

Sudden popularity and swarms of people have caused some bloating problems with the site's servers though. The sheer number of people surfing the site has meant the site's server has had to be upgraded twice already.

Brother and sister co-founders, Benn and Renee Newton could not be happier, but acknowledge the popularity of the site has surprised even them.

"Completing the site took 18 months, but within 24 hours after launch it was unrecognisable because of the deluge of posts to the site's blogs, forums, recipes and food guides. The site's new members made it their own immediately." said Benn.

"The power of the people is something that you only believe if you see it." Adds Renee. "They inform and support, and somehow it just works."

Questions used to come to the brother and sister team in emails, taking up many hours of their days to answer. Now the community performs their job and does it in just minutes.

"Community based websites have turned the world upside down, and this phenomenon has finally come to weight loss." reveals Benn. "The so called web 2.0 effect is making weight loss easy for everyone, as the people are now their own support network."

"The normal barriers to losing weight such as isolation and lack of motivation and information have gone. Now people can get sensible free advice delivered directly to you by a community that really cares." says Renee.

The BetaLife website has grown from the DVD based weight loss program of the same name. The program grew to prominence by being endorsed by several reality TV celebrities who found success with the simple and health based approach of the program.

Program co-founder Benn Newton justified his company's generosity by saying "The BetaLife website is now about helping people, that is the business we want to be in."

The BetaLife website can be found at www.betalife.com

About BetaLife

BetaLife was setup by brother and sister Renée and Benn Newton. The siblings established their company after devising an eating and lifestyle plan that generated exceptional results for themselves.

Renee lost 23kgs/51lbs and Benn, 34kgs/75lbs and better still, have managed to keep it off. Together these innovating siblings created a DVD based weight loss program that has been used by thousands of people around the world.

Their BetaLife members include a former contestant on the US version of The Biggest Loser who approached BetaLife to help her maintain her weight loss and David Hilyander from The Biggest Loser, Australia (2005) who is still actively involved with BetaLife.

The new BetaLife website was launched January 1, 2008. It features a fully interactive community that provides not just information but support and guidance as well. The new website has been the Newton's pet project, taking over 18 months of planning and development.

Launching the new site has been a realisation of Renée and Benn's dream of getting more people involved in BetaLife and was an important factor in deciding to make the website free for everyone.

Statistics – First 3 weeks of the new year (1-21 January 2008):

- www.betalife.com was officially launched 1 January 2008
- Over 100,000 people have visited the site in 3 weeks
- Over 1 million page views in first 3 weeks
- Over 7000 people joined as members in first 3 weeks

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- Download logos, images www.betalife.com/en/system/press