

COMPANY OVERVIEW

TrimTalk™ offers health-seeking consumers live, on-demand, expert-based weight loss “coaching” and emotional support services by toll-free telephone. The company’s core telephone-based support services give dieters, at their leisure and convenience, direct, one-on-one access to certified weight loss coaches who are directed by the company’s team credentialed nutrition, fitness and psychology industry practitioners. In addition, TrimTalk offers an array of à la carte healthy living resources, including a personalized 28-day diet program, a personalized fitness regimen, a comprehensive 70-page weight-loss “workbook”, the *Ram Nut Diet Book*, and an array of other tools and information that all serve to help consumers lose weight safely, naturally and effectively for the long-term.

One-of-a-kind TrimTalk represents a new breed of diet programs that strive to better meet the needs of today’s discerning, somewhat jaded, and “serially unsuccessful” dieter. While theoretically similar telephone-based weight-loss support services do exist, these other programs are not open to the general public and/or often require a bundled purchase of branded diet foods or supplements. TrimTalk stands alone by offering consumers easy, spontaneous access to professional diet and fitness guidance, motivation, support and structure based on their unique needs and schedules.

TrimTalk’s distinctive services have filled the untapped void between high cost drive-to weight loss centers, which often involve embarrassing public discussions and weigh-ins, and impersonal weight loss web sites. What’s more, the TrimTalk program does not require the purchase of any specific branded diet foods or beverages, supplements, herbs, or drugs, nor does it require complex system tracking, point counting or other such marketing gimmicks.

Operated by Ram Nutrition & Weight Loss, Inc., TrimTalk was founded and is led by Leonard J. Ram, MD, a medical board certified gastroenterologist and physician nutrition specialist certified by the American Board of Physician Nutrition Specialists. Dr. Ram is also author of the *Ram Nut Diet* – a unique weight loss approach for “do-it-yourself dieters” and general nutrition-based health seekers. Among others staff members, the company employs a complete team of specialists in a variety of weight loss practice areas, including registered and licensed dietitians, exercise physiologists, social workers, and weight loss consultants.

Value Propositions:

- **Customized.** Personalized diet & fitness plans customized based on each consumer’s unique needs and lifestyle
- **Flexible.** Multiple diet plans to choose from: “Balanced”, “Heart Healthy”, “Ram Nut”
- **Live.** As-needed one-on-one coaching and support with dedicated health industry professionals
- **Safe.** Completely natural program does not require any special diet foods, supplements, drugs, or surgery
- **Easy.** TrimTalk’s program does not utilize point counting, nor does it involve complex dietary “phases” or an understanding of chemical biological processes
- **Affordable.** Not only is the program, itself, highly cost effective, but it’s also covered under most health insurance plans and is tax deductible
- **Private.** No public weigh-ins! Call a specialist from the privacy of your own home, office, hotel room, cell phone, etc. TrimTalk support and motivation is always just one phone call away
- **Convenient.** Experts are there to offer guidance when YOU need it most, day or night
- **Human.** Forget impersonal Web sites that render experts and peers to words on a screen, often with time-lapsed responses to your inquiries. It’s infinitely more powerful and effective to connect voice-to-voice with a real live person at TrimTalk