

## MEDIA FACT SHEET

TrimTalk™ provides consumers with a safe and affordable method of weight loss by offering as-needed professional guidance, support, motivation and structure through affordable telephone-based weight loss “coaching” and emotional support services. The company employs a complete team of highly credentialed staff specialists in a variety of weight loss practice areas, including a gastroenterology physician, registered and licensed dietitians, exercise physiologists, social workers, and weight loss consultants. Those seeking impersonal Internet chat rooms, online meetings, or bulletin boards for diet support need not apply, as TrimTalk exclusively offers its members one-on-one telephone coaching with live experts in the weight loss field who are there on demand.

*Last updated April 2006*

<b>Company Name:</b>	TrimTalk
<b>Founded:</b>	January 2006
<b>Headquartered:</b>	1713 NW Federal Highway Stuart, FL 34994 877-875-TRIM <a href="mailto:info@trimtalk.com">info@trimtalk.com</a>
<b>Management:</b>	Dr. Leonard J. Ram, MD, Founder & President Jennifer Marie Baumann, MS, RD, LDN, Director of Nutrition Debi Lander, M.Ed., Director of Fitness Jay Giacalone-Butterfield, LCSW, Director of Emotional Education
<b>Business Description:</b>	Company offering consumers live, on-demand telephone-based weight loss coaching and emotional support services with on-staff health experts, which are supported by optional personalized diet and fitness programs, tools and information resources.
<b>Mission Statement:</b>	TrimTalk strives to redefine and revolutionize the diet industry by sustaining an organization of the highest quality which, through customer service and support excellence, provides the most comprehensive and effective personalized nutrition, fitness and emotional services through convenient, private and supportive telephone-based communication methods to help its members achieve long lasting health and wellness through weight management.
<b>Web site:</b>	<a href="http://www.trimtalk.com">www.trimtalk.com</a>