



## Leading Weight Loss Technology Platform Announces Additions to Its Extensive Library

SAN FRANCISCO, April 12, 2010 (GLOBE NEWSWIRE) -- NewReality, the world's leading weight loss supplier of NXT™ format technology for recorded audio material, announced today the newest additions to its extensive library of personal improvement and advanced learning topics. The new programs include: stress reduction; weight loss; smoking cessation; and golf improvement.

While marginal weight loss can be attained through personal efforts, weight loss and obesity problems require the intervention of weight loss management products and services. This weight loss market is driven by the growing demand for weight management services the primary targets are individuals wanting to maintain their weight loss and body fitness, and those looking to lose weight quickly. It is predicted that this weight loss market to be worth US\$586.3 billion by 2014, out of which the North American market will account for nearly 43% of the total revenues. The global market is expected to record a CAGR of 10.1% from 2009 to 2014.

The NewReality weight loss NXT system allows the user to listen to recorded programs that employ Creative Visualization and Relaxation™ (CVR™), a form of guided meditation to more easily and effectively accelerate the learning and behavior modification process concerning weight loss and other self improvement modalities.

In addition to providing a unique weight loss learning environment, the NewReality NXT system also protects the content. The NXT employs a proprietary format that protects the recorded programs from piracy, with each recording encrypted to prevent it from being played anywhere except on the NXT device. This innovative security technology sets a new standard of protection for the recording industry, artists and authors.

"We look forward to working with authors and new content providers who wish to increase the revenue potential of their works, utilizing our technology platform," stated Dale Springer.

With more than 300 programs to choose from, NewReality's Library for the Mind™ is setting a new standard of excellence in learning and personal development.

The NewReality LLC logo is available at <http://www.globenewswire.com/newsroom/prs/?pkqid=7324>

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