

Making Healthier Choices

Ring Up Instant Nutrition Info Via Text Message

(NAPSA)—Americans concerned about what they eat and the calories they consume have a surprising new tool to help them fight the battle of the bulge: their cell phone.

Thanks to an innovative new program, nutritional information for more than 36,000 menu items at more than 1,700 restaurants nationwide is available in a flash through your cell phone by simply sending a text message to the number 34381 (DIET1) with a restaurant name and menu item.

This cutting-edge phone service removes all the guesswork from those times when you're stuck at the counter of a fast-food joint or coffee shop and the harried clerk is impatiently asking "Can I take your order?"

The Nutrition on the Go program—developed by Diet.com—is built so you'll get nearly instantaneous text-message answers to all your menu questions, including nutritional facts such as calories, fats, carbs and protein. And for those people worried about poor spelling or a lack of cell-phone savvy, there's nothing to worry about. The service is so intuitive, it cross-checks what you type in against several database programs to come up with the correct nutritional numbers.

So instead of guessing, then gobbling a burger or coffee drink that's packed with more fat and calories than you ever thought



Consumers can now get restaurant nutritional information via their cell phones.

possible, you can calmly look up from your phone's text window and respond, "I'll have the...."

"Our Nutrition on the Go Service will be a great asset to millions of Americans who want to maintain a healthy diet when they're away from home," says Mike Zhang, president of Diet Health. "By putting valuable nutritional information into the hands of consumers at the point of purchase, we are making it easier to make healthy decisions and make simple lifestyle changes."

Consumers can test the service by text messaging the phrase "McDonalds small french fries" to the number 34381 (DIET1). An online demonstration of the tool is also available at www.diet.com/mobile.