

Weight Watchers International Invests £4 million in UK's Childhood Obesity management business

Nexus Corporate Finance LLP ("Nexus"), a specialist Healthcare and Education corporate finance boutique, has assisted the management team of MEND Central Limited ("MEND") with new capital raising of £4 million from Weight Watchers International Inc.

MEND is the world's largest evidence-based provider of child and family weight management services impacting over a quarter of a million lives in the United Kingdom alone. MEND operates at +400 locations in the UK, US, Australia, New Zealand, and Denmark, with 60 staff, including an offshore support centre in India. MEND has been profitable every year since inception and intends to use the capital to fund its rapid expansion where it is targeting to directly impact 2.5 million lives globally by 2014.

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About MEND Central Limited



MEND (Mind, Exercise, Nutrition...Do it!) is a social enterprise that runs free, fun healthy lifestyle programmes for families with children aged between two and 13 years. Since it was founded in 2004, MEND has helped over 20,000 families to become fitter, healthier and happier by providing information about healthy eating and how to keep active. Developed in partnership with child health experts at Great Ormond Street Hospital and the University College London's Institute of Child Health, independent research shows that the MEND 7-13 Programme helps children lose weight and improve their fitness and self-esteem. A National Third Sector Partner of the Department of Health's Change4Life campaign, MEND's free healthy lifestyle programmes are delivered across the UK by a range of public and private sector partners
www.mendcentral.org

About Weight Watchers International, Inc



Weight Watchers International, Inc. (WWI) is a consumer company and the provider of weight management services, operating through a network of Company-owned and franchise operations. Through WeightWatchers.com, the Company offers Internet subscription weight management products to consumers and maintains an interactive presence on the Internet for the Weight Watchers brand. WWI provides two Internet subscription offerings: Weight Watchers Online and Weight Watchers eTools. Weight Watchers Online provides interactive and personalized resources that allow users to follow its weight management plans via the Internet. Weight Watchers eTools is the Internet weight management companion for Weight Watchers meetings members who want to interactively manage the day-to-day aspects of their weight management plans on the Internet. It offers these two products in nine countries, including the United States, the United Kingdom, Germany and Australia.
www.weightwatchersinternational.com

About Nexus Corporate Finance



Nexus Corporate Finance LLP is a leading independent corporate finance advisory firm established and run by entrepreneurs and professional corporate financiers. Our clients include owner-managed companies, private equity investors and public companies in the mid and lower-mid market with typical enterprise values of between £10m and £200m. The partners of Nexus Corporate Finance have a wealth of experience, knowledge and contacts in a number of sectors including healthcare and education, support services, food and beverage, real estate and construction and retail and leisure.
www.nexuscf.com