Wellness app helping millions create and cement good habits launches free *Life Well Balanced* journey to enable users to moderate digital engagement

Fabulous, incubated at Duke University's Behavioral Economics Lab and advised by Dan Ariely, launches new module designed to help technophiles decrease screen time in 30 day program

DURHAM, N.C., May XX, 2018 -- Fabulous, a habit change app with millions of users around the globe, has launched a behavioral science tested 30 day life well-balanced journey providing users a path to relinquish the control personal mobile and computing devices have on daily life. Incubated at Duke University's Center for Advanced Hindsight in Durham, North Carolina with the help of renowned professor of psychology and behavioral economics Dan Ariely, the Fabulous app has experienced phenomenal growth in the past year, and has become the go-to mobile coach for people to make reliable change in their lives.

The team at Fabulous, an app topping 5 million total downloads with a 54 percent increase in monthly active users from 2016 to 2017, created a new Life Well-Balanced journey. The new free module within the app that has successfully enabled 2.5 million users to complete 10 million habit changes, will use the same approach to help users start living more intentionally with their devices.

Users can sign up for the free journey today at https://thefabulous.co/lwb/.

Founded by entrepreneurs CEO Sami Ben Hassine and CTO Amine Laadhari, along with co-founder and Chief Design Officer Taylor Ling, Fabulous launched in 2014 as a scientific coaching program to help users improve their habits with modules to increase energy, lose weight, declutter, and much more. the app has received numerous accolades including:

- Winner of Google's Material Design Award in 2017
- Shortlisted as a finalist for Best App in Google Play Store 2017
- Featured in Google's Android Excellence program
- Featured as App of the Day globally on iOS

The Fabulous app's 30 Day Life Well-Balanced Journey provides detailed support for enabling users to work towards cutting down their reliance on mobile technology by walking them through a 5 week plan:

Week 1: Live a life well-balanced by observing your technology use, and understanding how you interact with it. Fabulous will teach you how to disrupt your autopilot and overcome the distracting impulse to reach for your phone. This is the first essential step to changing your relationship with your devices.

Week 2: Live a life well-balanced by getting inspired. Be a tourist and find that freshness and excitement again! Bring back the element of surprise by observing your own world with curiosity. This will allow you to experience it in an entirely new way.

Week 3: Live a life well-balanced by disconnecting and unplugging so you can choose when to fully switch off. A deep, uninterrupted, soothing night's sleep is the secret to unlocking your potential for mental flexibility, self-discipline, focus and creativity. It's the key to finding your tech-life balance.

Week 4: Live a life well-balanced by sitting and thinking. Learn to relax and get lost in your thoughts. Unlike our devices, deep thinking won't provide instant gratification. It takes time

so let your mind wander, following a train of thought to its conclusion.

Week 5: Live a life well-balanced by creating deep focus to accomplish your biggest tasks. Focus fully and completely on your biggest tasks so you can produce better work, more efficiently. When you finish, everything will feel sharper, fresher, and more inspiring.

“People crave more time away from their phones but don’t know where to start,” says Fabulous Founder and CEO Sami Ben Hassine. “Using our resources and experience driving effective habit change through Fabulous, our Life Well Balanced journey is designed to help people engage meaningfully with the world outside of their device.”