4511 North Himes Ave., Suite 250
Tampa, FL 33614

(800) 717-3117
(813) 872-7835
Fax: (813) 873-7838

info@obesityaction.org
www.obesityaction.org

August 26, 2014

Satya Nadella
Microsoft, CEO
Microsoft Corporation
One Microsoft Way
Redmond, WA 98052

Dear Mr. Nadella,

We are contacting you today on behalf of the nearly 50,000 members of the Obesity Action Coalition (OAC). We are a non-profit organization representing the more than 93 million Americans impacted by the disease of obesity. After careful review of your online application store, we have identified applications perpetuating fat-shaming and weight bias, such as "Fatify," "Fatbooth," "Fat You" and others.

Along with serious medical conditions, such as diabetes, heart disease, sleep apnea and more, obesity carries the burden of being the last acceptable form of discrimination in today's society. These types of apps intensify the short-sided understanding of obesity and minimalize it to a cosmetic issue, which we know it is not.

Additionally, as children are the primary users of these types of apps, the apps are influencing today's youth into thinking there's a comedic or entertainment value in being affected by obesity. Approximately 30 percent of girls with excess weight and 24 percent of boys with excess weight report being teased by peers at school. These apps have the potential to further exacerbate weight-based bullying and fat-shaming – especially in children.

It is our understanding that the review and approval process for applications is stringent and thorough. We commend your leadership in this process and ask that you modify it to include the denial of approval for any applications featuring fat-shaming characteristics, such as those featured in the above-mentioned applications. If you would like assistance in identifying what may qualify as fat-shaming, we would be delighted to assist you.

At this time, the OAC formally requests Microsoft remove any fat-shaming applications from its online stores. These applications have no value and would not be available if they focused on any other disease, such as cancer or HIV.

We welcome the opportunity to educate Microsoft on weight bias and the disease of obesity. If you have any questions or would like to speak with us further, please do not hesitate to contact us. We thank you for your time and look forward to your response and immediate attention to this serious issue.

Sincerely,

Joseph Nadglowski
OAC President and CEO

Ted Kyle, RPh, MBA
OAC Chairman of the Board

Melinda Watman, BSN, MSN, CNM, MBA, Chair, OAC Weight Bias Committee

4511 North Himes Ave., Suite 250
Tampa, FL 33614

(800) 717-3117
(813) 872-7835
Fax: (813) 873-7838

info@obesityaction.org
www.obesityaction.org

The following organizations have pledged their support along with the OAC for this issue:

- American Board of Obesity Medicine
- American Society for Metabolic and Bariatric Surgery
- B Stigma-Free
- Binge Eating Disorder Association
- Black Women's Health Imperative
- Eating Disorders Coalition of Tennessee
- HealthyWomen
- Hepatitis Foundation International
- Reality Coalition
- Rudd Center for Food Policy and Obesity
- Society for Women's Health Research