

Weighting for cash a good bet

Fat man bets on own flab — loses big time.

The odds are good that cash wagers will push overweight men into shedding pounds, a new diet study claims.

Just tap into the male psyche, and men will be four times more successful than women if money and bragging rights are on the line.

The study by HealthyWage.com, which organizes corporate weight-loss contests, says that no matter what diet program guys participated in, whether it was Weight Watchers, Nutrisystem, Jenny Craig or others, they were more inclined to gamble away the pounds if they anted up.

Not even Weight Watcher's pitchman hoops legend Charles Barkley who dresses in drag for their new ad campaign "Lose Like a Man," can convince the male ego to trim the fat, HealthyWage claims.

The pounds-for-cash program is "especially effective for men since such efforts tap into the male drive for competition to win," said company co-founder David Roddenberry.

The diet company cited an unnamed Fortune 500 company in which men and women had to stake \$100 to win \$400 if they lost 10 percent of their body weight within six months.

In all, 63 percent of the men won the bet compared to 15 percent of women participants. *Cynthia R. Fagen*

