

Date: October 19, 2018

Chicago, IL - **Myzone selected as an approved vendor for Anytime Fitness**

Anytime Fitness will leverage Myzone, the most 'relevant' wearable technology in the fitness industry, to improve member engagement, motivation and retention. It will also allow members to receive accurate feedback on their workouts, both inside and outside of the facility.

“Our members tell us that real-time information about how many calories they’re burning and how hard they’re working out is a great motivator,” said Chuck Runyon, CEO and co-founder of Anytime Fitness. “Myzone gives them exactly that type of instant feedback and the technology results in more efficient, more productive time in the gym. Our members love it.”

Launched in 2011, Myzone technology was created to drive exercise adherence within fitness communities. Myzone uses live in-club heart rate tracking, smartphone-based gamification, and social media mechanisms to track, incentivize and keep users accountable to the effort they apply. The telemetry can be displayed collectively in group settings and exercise classes, or individually direct to your smartphone via the Myzone app. The app allows engagement, motivation, and communities to flourish.

“We are very excited to be an approved vendor of Anytime Fitness as they continue to rollout a wide array of group training and coaching programs to their 4,200 clubs around the world,” said Mike Leveque, Chief Operating Officer of Myzone.

Myzone is currently represented in over 6,000 facilities in 65+ countries and translated into 19 languages.

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About Myzone

Myzone delivers a wearable and digital technology solution for the fitness industry.

The wearable fitness tracker shows and rewards effort when you work out. Myzone displays real-time heart rate, calories, and intensity with five simple color-coded personalized zones. The telemetry can be displayed collectively in group settings and exercise classes, or individually direct to your smartphone via the Myzone app. The app allows engagement, motivation, and communities to flourish.

Myzone amplifies the group exercise experience; it provides valuable data for personal training departments with built-in challenges, personal goals, gamification and an online social community, users are motivated to sustain physical activity through a fun, engaging, and inclusive platform.

Represented in over 6,000 facilities in 65+ countries and translated into 19 languages, Myzone is used by health & fitness clubs, corporate wellness sites, educational establishments or anyone wanting to track their physical activity. In 2018 Myzone has been recognized by IHRSA as the Associate Member of the Year. For more information, visit <https://www.myzone.org/>.

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