



KardioFit, Inc. Changes Name to KrowdFit™, Partners with Jawbone® and Announces First Ever Socially Powered, Crowdfunded Wellness Rewards Program.

KrowdFit has awarded nearly \$500,000 in cash rewards and demonstrated industry-leading engagement rates of 70% plus over a 24-month period.

Bend, Oregon – February 3, 2015– KardioFit, Inc., the leader in milestone driven cash rewards programs, today announced it will officially do business as KrowdFit™. This change is reflective of an expanded vision, a broader commitment to health promotion, and accelerated business growth. KrowdFit is the first crowdfunded consumer and employee wellness rewards program that leverages the crowd (a.k.a. KROWD) to fund and promote a patent-pending, wellness program. The program is designed to reward the effort individuals make to live a healthy, active lifestyle. KrowdFit is member-driven and provides individuals with the ability to earn unlimited cash rewards, ranging from \$125 a week to \$5,000 per quarter, for engaging and sustaining a healthy, active lifestyle. .

KrowdFit members can also now track their activity using Jawbone’s latest UP biometric wearable products. Through its partnership with Jawbone, KrowdFit offers members wearable device bundles for the UPMove, UP24 and UP3 and includes a 12-month membership in its wellness rewards program. Existing Jawbone UP users can join KrowdFit and will be eligible to win \$125 per week, \$250 per month, \$2,500 per quarter and/or \$5,000 per quarter for tracking their meals, sleep, steps, and physical activity.

“Let’s face it, the obesity epidemic in the United States, in many respects, is a social problem. Collectively, we have the ability to create a healthy revolution!” said KrowdFit Founder and CEO Jim Miller. “If you’re already fit then KrowdFit is a bonus for you! You can join the KROWD and be rewarded for the healthy, active, lifestyle you already live. The cash rewards you win can be used to buy that new race bike, running shoes, or exercise equipment. If you’re just getting off the couch, KrowdFit is an approachable program that rewards the effort you make to get in shape. It helps you get over the hump to begin living a healthy, active lifestyle.”

KrowdFit was designed so that each person’s effort is rewarded equally with entries into cash giveaways where winners are randomly selected. There is no limit to how many times a member can win KrowdFit rewards, members simply cannot win the same reward in back-to-back periods. KrowdFit is currently paying out more than \$30,000 per quarter in cash rewards to its members for engaging in healthy activities. As the KROWD grows, KrowdFit will continue to increase the rewards pool \$10,000 per month for each new 5,000 members that join. KrowdFit also offers a \$1 Million Fitness Sweepstakes



with drawings held every Monday, Wednesday, and Friday to complement ongoing weekly, monthly, and quarterly wellness cash giveaways.

"Thanks KrowdFit! Not only did I just win \$10,000 in KrowdFit, but I have lost 32.8 pounds in 3.5 months. I have 40 more pounds to goal and with that I will have lost 270 pounds all through diet and exercise with KrowdFit."

- Trebor Yocum, KrowdFit member and \$10,000 giveaway winner

"KrowdFit has driven sustained engagement in excess of 70% over a 24 month period, with 97% of members uploading their biometric data at least weekly," observed Dr. David Katz, founding director of Yale University's Yale-Griffin Prevention Research Center and KrowdFit advisor. "I am not aware of many wellness and prevention programs that are driving this level of engagement or that offer this type of opportunity to impact outcomes at the individual level."

More about KrowdFit: <http://www.krowdfit.com>

ABOUT KROWDFIT:

Founded in 2009, KrowdFit is the leader in milestone driven wellness reward programs. KrowdFit's mission is to create a "healthy revolution" by encouraging, recognizing and rewarding the consistent "effort" people make to live a healthy, active lifestyle. KrowdFit's patent pending program has proven to drive high levels of sustained member engagement leading to positive outcomes and long-term, healthy behavioral change. Join the KROWD and help create a healthy revolution at: www.krowdfit.com.

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