



## KrowdFit Becomes First Employee Wellness Program to Pay Employers for Enrolling Employees and Dependents.

*KrowdFit pays employers a recurring \$30 per month Enrollment Rebate for every six employees and/or dependents in KrowdFit, plus Enrollment Bonuses up to \$10,000.*

**Bend, Oregon – June 9, 2015** – KrowdFit™ the recognized leader in milestone driven cash incentivized wellness rewards programs, today announced its new **"No Budget-No Problem"** Enrollment Rebate program designed to assist employers with offsetting the cost of implementing and running an employee wellness program. KrowdFit will pay employers an Enrollment Rebate for enrolling their employees and their dependents (13yrs and older) into KrowdFit.

KrowdFit recently launched Deschutes Brewery on its employee wellness rewards program. Deschutes Brewery has been voted one of the Top 100 Places to work by Outside Magazine two years in a row. Since deploying KrowdFit in April of 2015, they have had many KrowdFit winners, including a \$2,500 Steps Tracking winner! *"Our KREW is stoked and I love that we have winners each week! So, so fun!!!"* said, Jen Orlando HR & Wellness Coordinator, Deschutes Brewery, Inc.

KrowdFit pays employers a recurring \$30 per month Enrollment Rebate for every six employees and/or dependents (6-PAK) enrolled in KrowdFit, plus Enrollment Bonuses up to \$10,000. Once an employer has enrolled 12 people the enrollment rebate (\$60.00/mo.) covers the cost of KrowdFit and additional enrollment rebate dollars can be used to fund internal company challenges, healthy celebrations or employee reimbursements.

KrowdFit has paid out over \$500,000 in cash rewards to members for consistently living a healthy, active lifestyle and has demonstrated 71% sustained member engagement for 97% of it's member base over 2-year period, 25%+ better than industry average for wearable technology. *"KrowdFit provides us a simple, fun and exciting way to engage our employees and reward them for living a healthy active lifestyle. We've had numerous winners, including a recent \$5,000 winner!"* said Lauren Johnson, Leader of the Pack (vrrrooom!) & COO Newport Avenue Market.

KrowdFit is compatible with Jawbone UP® & Fitbit® wearable devices and offers membership bundles ranging in price from \$15.99-\$24.99/mo. that include a Jawbone UP or Fitbit wearable device, plus a 12 month membership in the KrowdFit Wellness Rewards program. Members can bring their own device (BYOD) for \$12.99/mo. Membership is growing at an average rate of 25%+ month-to-month. KrowdFit has already paid out over \$500,000 and is currently paying out over \$40,000+ per quarter in cash rewards to its members for tracking their meals, sleep, steps and physical activity. The KrowdFit rewards pool continues to increase \$10,000 per month for every 5,000 members added to KrowdFit.

### Investors:

Ryan Finley, founder and former CEO of SurveyMonkey®.

Dr. John Blank, former SVP, Emerging Businesses Group at UnitedHealth Group, former COO, AmeriChoice.

### Founders

Jim Miller - (EIR - Ignition Partners, Founder/CEO - uTANGO, Founder/CEO - ReFlex Communications)

Ryan Finley - (Founder/CEO/Board Member - SurveyMonkey)



#### ABOUT KROWDFIT:

Founded in 2009, KrowdFit is based in Bend, OR and is the recognized 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 wellness program has proven to drive very high levels of sustained member engagement leading to positive outcomes and long-term, healthy behavioral change. Join the KROWD at [www.krowdfit.com](http://www.krowdfit.com)

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