

## EVERYMOVE LEAPS PAST TRADITIONAL FITNESS TRACKING TO DELIVER A NETWORK OF POSITIVE REINFORCEMENT

*Demonstrates how unified fitness tracking enables a personalized community to propel positive recognition and consistent healthy habits.*

<July 9, 2014 SEATTLE, WA> EveryMove, the world's first fitness tracking network, today unveiled a fresh new mobile app and website to deliver even more benefits for living an active lifestyle. Since its launch in 2012, EveryMove has demonstrated that unifying an individual's fitness data gives them influence across a broad network of partners that want to reward and recognize an active lifestyle.

"It doesn't matter how consumers track their activity or what activities they prefer. What we care about is that they are getting consistent feedback from a personalized network that recognizes progress," says Russell Benaroya, CEO of EveryMove. "EveryMove has created the one network where friends, employers, health plans, and brands can rally around each individual in a fun and engaging way to turn fitness into real-life tangible benefits."

EveryMove has built the most versatile network for fitness data that exists. Highlights include:

- Six major health insurance companies (reaching more than five million members) choosing to invest in motivating active members by offering community wide challenges and activity incentive programs.
- 250+ brands and charities offering real-life incentives and donation opportunities to fuel motivation and reward 100s of tracked activities.
- 44 thousand companies represented by employees looking to actively engage with their employer through EveryMove
- Over 18 million activities tracked by an infectious community of fitness-focused individuals who have increased their activity levels, motivated by the rewards and recognition found on EveryMove

With this release, EveryMove reinforces its role as the largest integrator of fitness wearables connecting with over 150 of the most popular tracking apps

and devices. It also provides users with a unified view of their fitness across multiple apps and devices in a single click, giving users the daily, weekly or monthly snapshots of metrics that matter to them. Most important, the new interface and user experience will help EveryMove to scale faster and reach millions of people and enable thousands of partners to deliver recognition.

“We’re changing the game by helping people show that an active lifestyle is meaningful. We are building the world’s largest network of partners that will provide the personalized recognition and reinforcement to make healthy habits stick,” says Russell.

#### ABOUT EVERYMOVE:

Founded in 2012, EveryMove is the first fitness tracking network that strives to get the millions of Americans who are investing in their health the recognition and real-life rewards they deserve. The patent-pending EveryMove points system translates over 100 different physical activities into a common metric, which allows a growing network of retailers, employers and health plans to offer recognition and tangible rewards to an active, engaged community. EveryMove is also the leading integrator of fitness tracking apps and devices. Join in the movement at [www.everymove.org](http://www.everymove.org).