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## **Precor and EveryMove Collaborate to Reward Healthy Lifestyles**

**Seattle, WA** (October 17, 2012) - EveryMove Inc., an innovator in health rewards-based marketing and incentives, and Precor, a leading home and commercial fitness equipment manufacturer, announced today a collaboration that will further the Precor goal of delivering a state of the art fitness experience for consumers and a competitive edge for facility operators.

Precor, through its networked fitness solution Preva®, is creating inspired connections between people and technology that empower the fitness journey for exercisers and help facility operators better manage their business. This cloud-based solution was built in-house from the ground up to optimize cardio resources, revolutionize member communication and give exercisers a fitness experience that both motivates and challenges to help them achieve their goals.

EveryMove is building an interactive online and mobile experience for consumers that will help people connect and organize their health and fitness activities. These members can then turn their lifestyle actions into rewards and incentives from their health plan, employer and brands.

The collaboration between Precor and EveryMove will help create a seamless feedback loop for consumers, and provide real world value to their activities.

“Precor is a global leader in fitness and we are thrilled to be working with someone who recognizes the opportunity to bring interactive engagement to its facility operators and their members. They are investing in the future and we could not be more excited to be a part of that journey,” said Russell Benaroya, EveryMove CEO. “We know that by working together we can impact the health of millions of people and that has purpose,” he added.

“Preva follows the Precor legacy of true fitness innovation. We are proud to offer solutions that help grow our customers’ businesses while providing their members with an unparalleled user experience that will improve their health and fitness in a compelling way,” said Brent Brooks, Vice President of Networked Fitness at Precor. “EveryMove understands how to translate activity into real life rewards and they are building an impressive network of health plans and brands to secure that value proposition. We will do great things through this partnership.”

Precor and EveryMove will provide more details of their partnership in the coming months.

### **About EveryMove**

EveryMove is building a rewards plan for health to help consumers turn their healthy lifestyle activities into valuable rewards from their insurance plan, employer and brands. EveryMove is leveraging the proliferation of health tracking applications and devices on the market today and turning that into value that consumers can understand and appreciate. Blue Cross Blue Shield funds EveryMove. For more information visit [www.everymove.com](http://www.everymove.com).

### **About Precor**

Founded in the Seattle, WA area in 1980, [Precor](http://www.precor.com) designs and builds premium fitness equipment for effective workouts that feel smooth and natural. Precor continually redefines the levels of innovation, quality, and service necessary to deliver the very best fitness experiences – all with the goal of improving the ways people improve themselves.

Precor is a subsidiary of Amer Sports Corporation ([www.amersports.com](http://www.amersports.com)), the world's largest sports equipment company, with internationally recognized brands Wilson, Atomic, Suunto, Salomon, Arc'Teryx and Mavic. Precor operates production, distribution and a headquarters facility near Seattle, with offices in the UK, Germany, Benelux, Spain, France, Switzerland, Austria, Italy, Japan and China. All Amer Sports companies develop and manufacture technically advanced products that improve the performance of active sports participants. Amer Sports operates in 24 countries and employs over 6,500 staff worldwide. In 2011, Amer Sports' net sales were EUR 1.88 billion.