

Beachbody® and Wahoo Fitness Partner to Create an Integrated Workout Experience, Optimizing Performance with Real-time Biometric Feedback

Leaders in the Digital Fitness Market Come Together to Sync Wahoo's TICKR X Heart Rate Monitor with the Beachbody On Demand App and Premium Fitness Content

Santa Monica, CA (November 2, 2016) – [Beachbody](#), one of the world's leading innovative providers of fitness and nutrition programs, is collaborating with [Wahoo Fitness](#), a market leader in real-time heart rate monitoring, to launch the Beachbody On Demand & TICKR X Bundle, available exclusively on [Apple.com](#) and at Apple Stores across the U.S., Canada, and the United Kingdom. The efforts of these two health-tech pioneers come together to create a truly integrated workout solution, providing users with the ability to optimally track and improve performance with real-time biometric feedback, including heart rate and calories burned, all while working out to Beachbody's proven fitness programs.

This unique, first-of-its-kind digital fitness package – featuring a Wahoo TICKR X heart rate monitor and a one-year membership to Beachbody On Demand for iPhone, iPad, Apple Watch and Apple TV – equips users with the tools necessary to better understand their work-out efforts, stay motivated and on track, and optimally reach their goals.

“The future of health is about using convenience and technology, especially data, to inform your efforts and improve your results. This collaboration makes it possible for us to continue to bring the best guidance, tools, and support to our customers,” said Beachbody Chief Digital Officer, Bill Bradford. “The goals of Wahoo Fitness align with Beachbody's mission to help everyone reach their goals of achieving a healthier, happier life. We're excited to help people start this journey towards a healthier tomorrow together.”

“TICKR X was designed to capture accurate workout data giving people a way to keep themselves accountable for their workout,” Chip Hawkins, Chief Executive Officer for Wahoo Fitness. “This partnership with Beachbody will give customers exactly what they demand: accurate measurements and detailed, actionable performance feedback.”

Beachbody has transformed millions of lives through its world-class fitness programs and is continuing to revolutionize fitness through the Beachbody on Demand app. Beachbody On Demand members have unlimited streaming access to hundreds of popular Beachbody workouts, including P90X®, 21 Day Fix Extreme®, T25®, and INSANITY®, elite trainers including Tony Horton, Autumn Calabrese and Shaun T., simple and effective nutritional guidance, as well as a variety of exclusive, never-before-seen original programs.



The ultimate fitness and health package, the Beachbody On Demand & TICKR X Bundle, is available for \$149.95 and will initially be sold exclusively on [Apple.com](https://www.apple.com) and at Apple Stores in the United States, Canada, and the United Kingdom. The Beachbody on Demand app for iPhone, iPad, Apple Watch and Apple TV is available on the App Store.

About Beachbody:

Beachbody, a worldwide leader in health and fitness headquartered in Santa Monica, California, was founded in 1998 by Carl Daikeler and Jon Congdon with the mission to help people achieve their goals and enjoy healthy, fulfilling lives. Beachbody's formula of world-class fitness, nutrition, motivation and support has proven again and again to deliver results for its customers. For more information please visit [Beachbody.com](https://www.beachbody.com).

About Wahoo Fitness:

Wahoo Fitness is a tech-fitness company that has created an ecosystem of sensors and devices for runners, cyclists and fitness enthusiasts. Wahoo is dedicated not only to capturing and measuring your workout data, but also to helping you understand what it means and achieving better results. For more information please visit [WahooFitness.com](https://www.wahoofitness.com).

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