



ALL-IN-ONE DIGITAL HEALTH & FITNESS PLATFORM OPENFIT LAUNCHES WITH LIVE TRAINER-LED WORKOUTS AND PERSONALIZED NUTRITION

*Offering Unlimited Classes and Full Nutrition Planning for less than \$15 Per Month,
Openfit Streamlines Healthy Living And Fitness for All*

WESTLAKE VILLAGE, Calif., Nov. 7, 2019 - [Openfit](#), the all-in-one digital platform for fitness, nutrition and wellness, launches today with a certified trainer-led live group fitness experience that is integrated with personalized, easy-to-follow nutrition programming and tracking, making it possible for anyone to achieve their health and wellness goals. A technological first, the “Openfit Live” feature of the platform disrupts the bricks and mortar boutique fitness studio industry by offering 350+ weekly live certified trainer-supervised workouts via digital streaming, capped at 40 attendees per class, during which the trainer gives real-time feedback, motivation and coaching to the subscriber through optional use of their phone’s camera. Openfit also offers hundreds of on-demand workouts featuring celebrity trainers including Andrea Rogers, Devin Wiggins, Tough Mudder X Champion Hunter McIntyre and the Hollywood stuntwomen of the [Rough Around the Edges](#) program. Openfit is available on [Openfit.com](#), along with [iOS](#), [Android](#) and [Roku](#) devices, with support for Apple Watch available now and Apple TV support coming soon, all for less than \$15/month.

With Openfit Live, members receive real-time feedback from trainers certified in strength training, HIIT, yoga, kickboxing and more as well as supervised group running and walking classes. The new technology in the Openfit app allows the trainer, and only the trainer, to see each member during their workout if the member chooses to turn their camera on. This enables the trainer to provide personalized motivation and guidance to improve form, just like in an in-person small group boutique studio. Openfit Live running and walking classes feature audio coaching and motivation from a live trainer with personalized stats including distance, pace and a group leaderboard. Along with Openfit’s live classes and nutrition options, the platform offers subscribers a wide variety of on-demand classes taught by highly sought-after celebrity trainers, including [Xtend Barre](#) by Andrea Rogers, [600 Secs](#) with Devin Wiggins and [Tough Mudder T-30](#) with Hunter McIntyre, famous for winning the Tough Mudder X race two years in a row.

Where there are hundreds of apps and services offering either fitness or nutrition solutions, the combination of Openfit’s wide selection of live and on-demand fitness classes, integrated with sophisticated meal planning makes it easy to achieve results because the entire solution is one place.

The technology behind Openfit is world class, built by the team that built Evite, SurveyMonkey, and Beachbody On Demand. “When I started my fitness journey a few years ago, I realized that, especially as a working mom, there were not a lot of practical options for people who don’t live near gyms, who are intimidated by the atmosphere of big-box gyms, or who love the boutique fitness scene but can’t afford to spend \$35 per class on an ongoing basis,” said Selina Tobaccowala, Openfit Chief Digital Officer and

founder of fitness start-up, Gixo, which was acquired by Openfit to power Openfit Live. “Our goal is to democratize this experience, and make it possible for everyone to benefit from the accountability, community and results that come from having a live trainer providing immediate feedback in a tech-enabled small group setting.”

And because a healthy lifestyle begins in the kitchen, Openfit’s nutrition features make it easier than ever to get a personalized nutrition plan and stick to it. Members just answer a few simple questions and are given a custom plan, including daily and weekly meal suggestions that take the guesswork out of what to eat to get the results they’re looking for. Everything is tracked right within the app, making Openfit a one-stop-shop for members to reach their goals.

“Staying fit and keeping track of your goals should be simple, which is why we developed Openfit to be an all-in-one platform for healthy living,” said Openfit CEO Jon Congdon. “Members can now access live and on-demand workouts and personalized nutrition plans and tracking all within one app, removing common barriers to success and making health goals achievable for everyone.”

Openfit memberships range from \$14.99 to \$89, with 1-month, 3-month, 6-month and 12-month plans. To sign-up for a free trial, visit: <https://www.openfit.com/>

ABOUT OPENFIT:

Openfit is an all-new digital streaming platform that integrates fitness, nutrition, and wellness together in one place. At Openfit, we provide world-class fitness programs with live trainer-led and on-demand workouts designed to reach any goal, personalized nutrition plans and tracking. As convenient as your smart phone in the palm of your hand, Openfit takes what’s so powerful about boutique, small-group fitness and makes it available everyone at a fraction of the price. Join us at [Openfit.com](https://www.openfit.com/), on Facebook at [facebook.com/Openfit](https://www.facebook.com/Openfit), and on Instagram [@myOpenfit](https://www.instagram.com/myopenfit).

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