

Live a Healthier, More Flavorful Life with ACTIV – Mobile Apps Give Trainers, Coaches, and Nutritionists Access to Clients 24/7

IRVINE, CALIF. – April 23, 2015 – ACTIV Health Inc., the platform designed to help people live healthier more flavorful lives, has released its first mobile apps **ACTIV Pro Trainer** and **ACTIV – Meal Exploration & Tracking**, available for download from the iOS Apple Store. Designed to connect and improve existing training programs, nutrition systems and connected devices, ACTIV is focused on providing a simple and more effective way to receive personalized fitness and nutrition guidance.

Supporting a Healthier Lifestyle

ACTIV Health Inc.'s first two mobile apps give personal trainers and nutrition providers a platform to distribute their methodology without having to invest in their own technology.

- **ACTIV Pro Trainer** is a guidance app for trainers to create nutrition plans based on calories, macronutrients and meals per day. Trainers can share meals with clients and track their client's progress in real time.
- **ACTIV - Meal Exploration & Tracking** is a tracking and meal exploration app for personal training clients. Clients create, record and share meals, share their food choices and progress with their trainers, 24/7.

Flavorful Meals That Fit Your Macros

ACTIV users are given access to The Feed, a social network for healthier choices. Healthy food options are limitless, as every meal shared on ACTIV and ACTIV Pro Trainer are available to the entire community. With simple meal scoring it's easy to make better food choices. Each client sees personalized meal scores for each item on The Feed based on nutrition requirements set by their trainer.

Plans and Pricing

The ACTIV platform gives all trainers and clients the same tool, regardless of their size. From in-home personal trainers and private nutritionists, to corporate wellness trainers and large studios, ACTIV Pro Trainer is a subscription-based service that charges trainers based on the number of clients they're tracking. Trainers, nutritionists and

coaches are broken up into four tiers based on the number of clients they work with each month – a trainer with one to three clients is free, four to 12 clients is \$38.00 per month, 12 to 30 clients is \$85.00 per month, and a trainer with more than 30 clients is \$120.00 per month.

Just the Beginning

Losing weight and improving health takes time. ACTIV is focused on helping people from all walks of life make a lifestyle change for the better. Later this year ACTIV will introduce ways for trainers support clients nationwide, continue to improve the accuracy of nutrition data and connect with other devices and services that are helping people live healthier lives.

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About ACTIV Health, Inc.

ACTIV Health Inc. produces a mobile platform to connect and improve existing training programs, nutrition systems, connected devices and personal trainers. By connecting these elements together, ACTIV is able to introduce new context for providing personalized fitness and nutritional plans, as well as enhance the effectiveness of future guidance. ACTIV's tools provide personal trainers and nutrition providers a platform to distribute their methodology, without having to invest in their own technology. For more information about the ACTIV platform visit www.activprotrainer.com.

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