

**Provide Personalized Nutrition Guidance to Thousands with ACTIV -
Mobile Apps Give Trainers and Nutritionists Tools to
Support and Grow National Clientele**

IRVINE, CALIF. – June 1, 2015 – ACTIV Health Inc. (ACTIV), the nutrition guidance and meal tracking platform for health professionals, has introduced Dynamic Plans - a way for trainers, coaches and nutritionists to provide their guidance to an unlimited number of customers nationwide. This feature builds on the brand's existing mobile apps - **ACTIV Pro Trainer** and **ACTIV – Meal Exploration & Tracking**, now available for download from the iOS Apple Store.

Released earlier this year, ACTIV's two app platform – a guidance app for trainers and a tracking app for clients – gives trainers and nutrition providers a platform to distribute their methodology without having to invest in their own technology.

Increase Efficiency with Dynamic Plans

With the addition of Dynamic Plans, ACTIV continues its focus on providing simple and more effective ways to distribute personalized nutrition guidance. Instead of selling static eBooks that require the customer to digest complex, impersonal information, trainers create and sell plans that give customers daily, personalized, nutrition parameters, which allows them to record and browse meals that help them stay on track. With a direct link from a trainer, customers are prompted to subscribe to a Dynamic Plan and download the ACTIV app. Trainers set the price of their Dynamic Plans, and ACTIV takes a service fee. Dynamic Plans give trainers the opportunity to eliminate time-consuming check-ins and reach thousands of clients, regardless of location.

Just the Beginning

Without the access to, and guidance from a trainer it can be difficult to reach health goals. That's where ACTIV comes in. The platform is focused on providing a simple and more effective way for people from all walks of life, to receive personalized fitness and nutrition guidance straight from industry experts. Later this year, ACTIV will introduce Meal and Workout Plans within Dynamic Plans. With the addition of Meal Plans, trainers will have the ability to share specific meals with specific day-parts like breakfast, lunch, dinner and snack. With Workout Plans, trainers will also be able to note the specific

physical activity to be completed each day. ACTIV will also 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 methodologies, without having to invest in their own technology. For more information about the ACTIV platform visit www.activprotrainer.com.

ACTIV Pro Trainer and **ACTIV – Meal Exploration & Tracking** are now available for download from iOS Apple Store.

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