

SKYFIT ANNOUNCES COMPANY-WIDE REBRAND TO “AAPTIV”

The New York-based on-demand audio fitness company finds new creative direction

NEW YORK, NY – November 3, 2016 – Skyfit, the on-demand audio fitness app that combines the guidance of a trainer with the perfect playlist, today announces the company-wide rebrand to “Aaptiv.” The new name better aligns with the company’s mission of bringing an elevated workout experience to a global community. A play on the words “active” and “adaptive”, “Aaptiv” is meant to encompass activity and adaptivity because an active lifestyle should be adaptive to the consumer’s needs.

Each Aaptiv audio class takes the voice of a trainer and perfectly synchronizes it with a personalized playlist to create an on-demand guided workout. Instead of pressing “play” on a playlist, members press “play” on a workout. The platform offers unlimited access to nearly 1,000 fitness audio classes across running (with custom 5K, 10K, half marathon and full marathon training programs), high intensity interval training, strength training, indoor cycling, elliptical, pilates and yoga, with 150+ new classes added each month.

“I’ve always been a runner, but it wasn’t until a few years back that I discovered the power of audio when it came to fulfilling my long-term fitness goals. You’d never go for a run outside while watching a workout video on your smartphone. After realizing an audio fitness platform was an essential tool to achieving a successful workout – not just for running but endless other kinds of fitness – Aaptiv was born,” **said Aaptiv CEO and founder, Ethan Agarwal**. “The app is transforming the typical way we think of working out, and we’re excited to bring Aaptiv to over 80 million Americans who value fitness.”

In the age of smartphones, a truly immersive fitness experience is compromised by staring at a screen to follow a video. The Aaptiv platform leverages audio to merge the experience of working one-on-one with a personal trainer with the act of taking the highest quality fitness class. For that reason, Aaptiv’s extensive music library includes the same hit songs that their users already know and love.

When using the platform, members are presented with a list of workout categories and classes. Each category can be customized to meet the fitness preferences and goals of every member through Aaptiv’s in-app filters. Members can filter by desired distance, duration, level of intensity, and trainer. Once they’ve applied their filters, a list of workouts populates, all of which combine music, motivation, and sound.

Aaptiv members pay less than \$10/month to get unlimited access to all classes and in-app features. The platform currently offers 3 membership plans: \$9.99/ month to month, \$24.99/ 3 months, \$49.99/ 12 months.

For more information about Aaptiv, please visit <http://aaptiv.com/>

Aaptiv is available for [iOS](#) and [Android](#)

For images, screenshots, visual assets, please visit this [Dropbox](#)

About Aaptiv:

Founded in 2015, Aaptiv delivers on-demand audio fitness. That drive you feel to workout harder in a class or in a personal training session? Aaptiv brings that experience straight to your earbuds by syncing the motivational guidance of a trainer with the perfect playlist, giving you a fresh way to workout that you’ll want to do again and again. From beginner 5k training to high intensity elliptical workouts and energizing yoga flows – access professionally guided workouts anytime, anywhere with Aaptiv.

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