



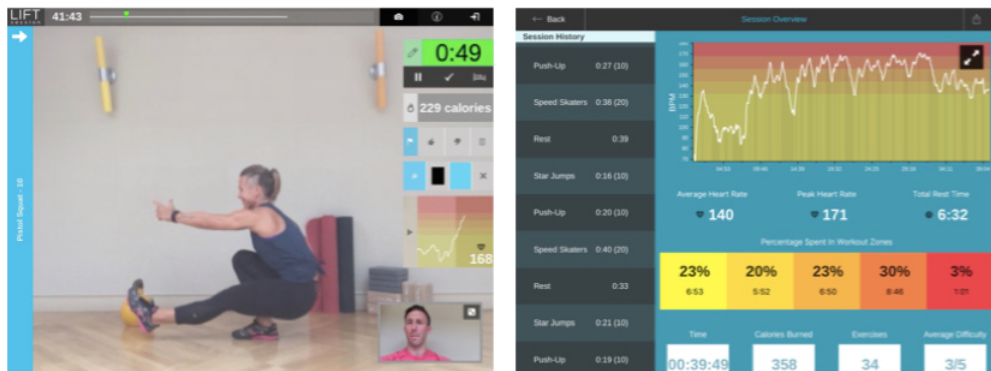
DRAFT – NOT FOR IMMEDIATE RELEASE

### LIFT Digital and Mio Global Partner to Incorporate Heart Rate Monitoring into Live, Online Personal Training Sessions

*Fitness professionals are now able to train clients with a full and detailed view of heart rate to optimize performance and training plan*

**Montreal, QC, August 26, 2015** – [LIFT Digital Inc.](#), creators of the critically acclaimed LIFT Session platform, today announces its partnership with [Mio Global](#), makers of industry-leading wrist-based heart rate monitor performance wearables. Clients of LIFT Session now have the ability to incorporate Mio’s accurate heart rate monitoring into personal training sessions.

Heart rate is a true indicator of training intensity. When doing a LIFT Session with a Mio heart rate monitor wristband or sport watch, both the client and the trainer will see the client’s live heart rate throughout the session. This allows them to analyze specifics, such as increases in heart rate during a particular exercise or circuit, and heart rate recovery during the rest period.



#TrainWithHeart



#TrainGlobal

“We are very excited to see LIFT Session’s innovative online training platform using heart rate as a key performance indicator,” says Liz Dickinson, CEO of Mio Global. “This integrated solution provides the opportunity for anyone to experience the benefits of working out with a personal trainer from home or while traveling, monitoring heart rate

to allow both parties to track performance with accuracy.”

“We are already seeing incredible new methods trainers are implementing with heart rate data to conduct LIFT Sessions, such as setting thresholds to re-start circuits or setting heart rate targets for exercises during a program,” said Raffi Tchakmakjian, co-CEO of LIFT Digital. “When our clients use Mio’s heart rate training wrist-wearables, not only does it provide the convenience and accuracy of the best in class optical heart rate monitor technology in the business, but they experience tremendous workouts that are really tuned for optimal intensity.”

LIFT Session is currently available for the iPad platform. Clients can register at [www.liftsession.com](http://www.liftsession.com) for a free trial session.

### **About LIFT Digital**

LIFT Digital is the creator of LIFT Session, the next evolution of personal training, where fitness services, instruction and monitoring can be conducted anytime, anywhere via **live video sessions**. LIFT augments personal training from home, while traveling or in the gym by combining real-time fitness analytics, socialization and gamification. To find out more about LIFT Session, please visit our website, [www.liftsession.com](http://www.liftsession.com) or our social media pages @ [facebook](#), [twitter](#), [Instagram](#) and LinkedIn.

### **About Mio Global**

Mio Global is an acclaimed pioneer in sports and fitness wearable technology, creating performance wearables to empower athletes at all levels with the data they need to commit, connect, monitor and improve their training intensity. Mio sport bands and watches are equipped with industry-leading heart rate accuracy and fitness tracking solutions to help athletes set and surmount their fitness goals. The company headquarters is in Vancouver, Canada. For more information, visit [www.MioGlobal.com](http://www.MioGlobal.com).

### **Contact LIFT Digital**

Diana Cantu  
HL Group  
646 537 3105  
[dcantu@hlgrp.com](mailto:dcantu@hlgrp.com)

### **Contact Mio Global**

Christina Heflin  
Uproar PR  
321.236.0102 x233  
[cheflin@uproarpr.com](mailto:cheflin@uproarpr.com)