

MIO Names Dr. Mark Gorelick Director of Product Science and Innovation

Respected biomedical scientist to drive athletic-focused engineering and research for leading innovator of heart rate training technology

VANCOUVER, Canada – September 19, 2013 – [MIO](#), makers of the [MIO Alpha](#), the world's first continuous heart rate sport watch without a chest strap, announced today that Dr. Mark Gorelick has been named Director of Product Science and Innovation. A respected professor, researcher and Kinesiology consultant, Dr. Gorelick will work at the intersection of cutting-edge biomedical science and new technology to ensure that MIO's products are innovative, accurate and effective.

As a recognized authority in muscle physiology and athletic performance, Dr. Gorelick will guide the development of MIO products towards continuing to meet the wants and needs of world-class athletes as well as recreational fitness enthusiasts.

“Dr. Gorelick has a unique track record of innovation in both the academic and business world,” said Liz Dickenson, founder and CEO of Physical Enterprises, the company behind the MIO brand. “His expertise in physiological research, biomedical engineering and product design will help drive the future of MIO's heart rate monitoring technology. Dr. Gorelick will also lead our initiatives to build out educational and training programs showing athletes the benefits of heart rate training.”

Prior to joining MIO, Dr. Gorelick was a tenured Associate Professor in the Department of Kinesiology at San Francisco State University for six years. Concurrently, he was the owner and managing director of XPhys Kinesiology Consulting Group, which provided corporate training, custom biomedical software design and product development and validation for global clients.

Dr. Gorelick has been published in 14 peer-reviewed journals and has been cited in 257 unique peer-reviewed journal publications. He has also presented at 44 national and international conferences. While Dr. Gorelick's research expertise is in muscle physiology, he has worked on large multi-disciplinary projects tackling big picture issues related to physical activity and performance. Dr. Gorelick has also managed several industry-specific research programs. He completed his PhD in Biomedical Sciences at the University of Wollongong in Australia.

“As a Kinesiologist I have tested a lot of fitness devices,” said Dr. Gorelick. “I'm a strong believer in the MIO Alpha and its immense value for fitness, health and athletic training. At MIO, I look forward to ensuring that the athlete voice is represented and built into the exciting new technologies that are currently under development.”

Since its debut in late 2012, the MIO Alpha has received critical acclaim from the mobile technology and sports industries. The Alpha received the CES Innovations 2013 Design and Engineering Award and was named "Product of the Year" in the Performance Category at ISPO MUNICH 2013 and ISPO BEIJING 2013, the world's leading sporting goods trade shows.

About MIO

MIO, a recognized pioneer in health and fitness technology, is the maker of the MIO Alpha, the first and only sport watch to provide continuous, accurate heart rate monitoring at performance levels - without a chest strap. The MIO Alpha's ability to connect via Bluetooth® Smart to apps and devices has opened the door to a wealth of personal and social training tools. Founded in 1999 by Liz Dickinson, MIO is a brand of Physical Enterprises Inc. MIO's team of world-class scientists, engineers and professionals strive to help athletes reach their goals by innovating high-precision, easy-to-use technologies from the company headquarters in Vancouver, Canada. For more information, visit www.mioglobal.com.

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