



Mio Global Returns to Boston Marathon, Supports Athletes and Families

Pioneer in strapless heart rate monitor technology will be returning to support the Boston Marathon for second year in a row.

VANCOUVER, B.C. – April 14, 2014 – Mio Global, a pioneer in fitness heart rate monitor technology, announced today that the company will be returning to the 2014 Boston Marathon and is launching several initiatives to support the athletes and families affected by last year’s tragic events and the Boston community as a whole.

Mio will have its all-new Mio LINK available for purchase for the first time at an event, with a percentage of all sales during the marathon going to families of victims. The Mio LINK is a sleek new heart rate wristband that transmits heart rate data via *Bluetooth*[®] Smart (4.0) and ANT+ to popular fitness mobile apps and sport devices. Its affordable \$99 price point makes heart rate training now even more accessible to all athletes.

The brand has also signed on as an official supporter of the Boston Triathlon team and is taking part in the first ever Boston Marathon World Run with the team #MioForBoston. World Run is an initiative promoted by the Boston Athletic Association encouraging individuals around the world to simultaneously participate in their own 2014 “Boston Marathon,” regardless of length, time or location, and to use these races to raise money for affected 2013 participants.

“Mio’s slogan is ‘Train With Heart,’” said Mio’s CEO and founder, Liz Dickinson. “And I can’t think of a better embodiment of that sentiment than to continue to work hard and show up for the running community and Boston as a whole.”

Mio will be at booth 2024 at the John Hancock Sports & Fitness Expo April 18th through 20th, where the Mio LINK and the award-winning Mio ALPHA heart rate sport watch will be available for purchase. Both products are also now available with wristbands in two different lengths to fit a variety of wrists.

“Whether it’s training for the Boston Marathon, the World Run or just improving your own personal overall fitness, Mio’s innovative products continue to improve the accessibility, ease and accuracy of heart rate training without a chest strap, meaning more people than ever before can take advantage of a tool that was once only in the hands—and strapped to the chests—of elite athletes,” said Dickinson.

The 118th Boston Marathon will be held on April 21, 2014. It is the world's oldest annual marathon and ranks as one of the world's most prestigious road racing events. The Boston Marathon has distinguished itself as the pinnacle event within the sport of road racing by virtue of its traditions and longevity.

About MIO

MIO, a recognized pioneer in health and fitness technology, is the maker of the Mio ALPHA and Mio LINK, the world's first sport watch and sport band to provide continuous, accurate heart rate monitoring at performance levels—without a chest strap. Both devices connect to popular fitness apps, creating an easy way for athletes to track and record their fitness progress. 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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