

## **MIO Alpha Triples Company Sales and Expands Global Distribution**

*MIO's Product Innovation Addresses a Growing International Market for Wearable Sports Technology*

**VANCOUVER, Canada – November 13, 2013** – MIO Global, makers of the MIO Alpha, the world's first continuous heart rate monitor sport watch without a chest strap, announced today that the company's flagship sport watch has exceeded expectations with year-end 2013 sales tracking to be up 200 percent over 2012. In less than a year, distribution of the MIO Alpha has spread to nearly 40 countries. To meet burgeoning demand, MIO launched a new global ecommerce site that will ship to North America, Europe and Australia with support for seven languages and five different currencies.

"Across North America, Europe, Asia and Australia, we've seen an extraordinary response to the MIO Alpha," said Liz Dickinson, founder and CEO of Physical Enterprises, the company behind the MIO brand. "From weekend warriors to Olympic competitors, a wide community of athletes have benefited from the superior performance, mobile connectivity and easy-to-wear design of the Alpha. Our new website is a strategic move that will help us continue to serve and grow this community."

Since the MIO Alpha's debut in 2012, retail distribution has spread rapidly to 37 countries. Retailers of the ground-breaking heart rate sport watch include Apple stores across the US, Canada, Europe and Asia, as well as REI, Best Buy and specialty sports retailers.

"The MIO Alpha technology has made a statement in the European market," said Serge Darcy, Director of Business Development EMEA. "It is a new concept, it is a new approach and it has transformed the dynamics of the entire heart rate monitor category. With the support of leading retailers, MIO Alpha is poised for strong growth into 2014 and beyond."

As the world's first heart rate monitor without a chest strap, the MIO Alpha provides continuous, EKG-accurate heart rate readings at running speeds higher than 14 miles per hour. Under the hood of a comfortable and casually-styled sport watch, the MIO Alpha features a cutting edge electro-optical sensor, onboard motion detector and state-of-the-art noise filtration software. The device is designed to provide real-time feedback during workouts and deliver heart rate data into popular iPhone fitness apps via a Bluetooth® Smart transmitter.

International retailers and distributors of the MIO Alpha are excited by the product and see it fueling continued growth:

- "Our whole team has been so impressed by the innovativeness of the MIO Alpha. Its connectivity with smartphones and superior design over chest strap monitors have been highly sought after by customers. This amazing combination of features has made the MIO Alpha one of our best sellers this year."  
- Emmanuel Vidal, founder and CEO, [i-RUN](#) (FR)
- "Our customers love the MIO Alpha Sports watch! The first of its kind to record your heart rate without having to wear a strap, it's very convenient when out for a run."  
-Sonia Tapody, Product Manager Fitness, [Rebel Sport](#) (AU)
- "The heart rate monitor category may be crowded, but MIO is unique and refreshing to work with. The MIO Alpha will grow the heart rate monitor category by removing barriers associated by complex devices and uncomfortable chest straps."  
-George Bowie, Managing Director, [Nine Point Nine](#) (UK)

The MIO Alpha has also received strong feedback from professional athletes and 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. MIO is continuing to expand its line of heart rate sport watches with exciting new product launches planned for 2014.

For more information about MIO Global and the MIO Alpha, visit the new website at [www.mioglobal.com](http://www.mioglobal.com).

### **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](http://www.mioglobal.com).

Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG Inc. and any use of such marks by Physical Enterprises Inc. or MIO is under license.

# # #

Contact:  
Heather Kelly  
SSPR  
[heather@sspr.com](mailto:heather@sspr.com)  
719-634-1180