



Press Release

Mio Global, leader in Fitness Wearable Tech Products, marks its entry into India

Pioneer in Heart Rate Monitor Technology Expands into India through Partnership with Amazon Brings Mio FUSE, Mio ALPHA 2 and Mio LINK to the Indian fitness enthusiasts

New Delhi, November 30, 2015 – [Mio Global](#), makers of the world's first heart rate monitor watch to provide continuous, performance-accurate data without a chest strap and world leader in optical heart rate technology, today announces the introduction of its award-winning technology and products to India. Through an exclusive partnership with Amazon.in, consumers can now choose from Mio's full line of wrist-based heart rate monitors and watches including the Mio FUSE, Mio ALPHA 2, and Mio LINK

There are a growing number of Indian consumers wanting to improve their health and fitness, and their predisposition to mobile technology is driving the demand for wearable tech products. The Indian market is a perfect fit for Mio with its industry-leading heart rate monitoring technology and its innovative, easy-to-use activity trackers and heart rate sport watches.

Now, consumers in India will have the ability to create personalized fitness goals that not only support their fitness and health, but also help them track their progress and performance with top-tier accuracy.

"We are very excited that our performance wearable products are now offered in India," said Liz Dickinson, CEO of Mio Global. "India holds huge potential for Mio Global, as the country is moving towards a more health-conscious and fitness-focused society as a whole. We plan to be in India for the long term to continually bring our technology and products to the growing health and wellness market in India."

Talking about the partnership, Samir Kumar, Vice President, Amazon India said, "We are excited to bring Mio's full line of fitness wearable tech products for our customers in India. It has always been our endeavour to offer wide and unique selection to our customers in line with their evolving needs. With rising health awareness in India, customers across the country can now order Mio's heart rate monitors and watches exclusively on Amazon.in and have it delivered to their doorsteps fast and reliably."

The Mio FUSE Heart Rate + Activity Tracker and the Mio ALPHA 2 Heart Rate Sport Watch

are Mio's most popular performance wearables, available in a variety of colors and sizes. All of Mio's industry-leading products are available on Amazon.in, at prices starting Rs.6,599.

Mio's product line is also available around the world including North America, Europe and Asia in national retail chains, online retailers and specialty retailers. Mio is also working with fitness clubs and boutique gyms to incorporate heart rate training into group fitness classes. For more information, visit www.mioglobal.com.

About Mio Global:

Mio Global creates performance wearables to empower consumers with the data they need to commit, connect, monitor and improve training intensity. A recognized pioneer in sport and fitness technology, Mio is known for its innovation with industry-leading heart rate monitor technology. With broad distribution around the world, the company offers a range of heart rate monitoring watches and wristbands including the award-winning Mio ALPHA, Mio ALPHA 2, Mio FUSE, Mio LINK and Mio VELO. For more information, visit www.mioglobal.com. To access our online pressroom, visit www.mioglobal.com/pressroom.

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