FOR IMMEDIATE RELEASE

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With help from Growth Acceleration Partners,
Fitn works out formula for quick launch of web site, app

AUSTIN, Texas – Aug 7, 2014 – An online fitness network got its revolutionary business model up and running in record time, thanks in part to software development firm Growth Acceleration Partners.

David Metzler, founder of San Diego-based Fitn, envisioned a new way for people to stay in shape. Rather than committing to a single health club, Metzler wanted the option of exercising at a wide range of studios and gyms.

“When we first met with David, Fitn was still just a concept for a product and an app,” said Paul Brownell, principal for Growth Acceleration Partners (GAP). “Together, we hammered out the idea, devised a timeline, and got to work.”

GAP offered a flexible solution, bringing together its team with technology experts at Fitn. While the Fitn team developed a brochure web site in-house, GAP took on the subscriber and administrative websites, as well as development of a mobile app for iPhone and Android. Fitn members can use the web site or the app to set up subscriptions, search and sign up for exercise classes, and invite their friends to join them for a workout.

“GAP immediately pulled together a team that matched our needs,” Metzler said. “Even though we had an incredibly aggressive timeframe for going to market, GAP worked magic, hit the milestones, and delivered the highest-quality code and services.”

Metzler credits GAP for his company’s early success.

“Without GAP, Fitn would not be here today, plain and simple,” Metzler said. “GAP was such a vital part of our success that my whole team voted to give GAP equity on top of our deal. They actually became an extension of the Fitn team. I’ve built several successful companies now, and would never build one again without GAP there beside me.”

Fitn’s revolutionary fitness network allows members unlimited access to every type of fitness facility, studio and activity. Through the use of the company's proprietary mobile technology, social interaction, game mechanics and behavioral change, users are five times as likely to exercise on the network as they are with a traditional gym membership.

“These are the kinds of apps we get really excited about producing at GAP,” Brownell said. “The Fitn mobile experience truly engages users, encouraging them to be active, be social and

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change lives for the better. We can't wait to see Fitn grow to become the next big thing in the fitness industry.”

After a launch in its hometown of San Diego, Fitn plans to expand its fitness network to major cities across the United States.

**About Growth Acceleration Partners**
Based in Austin, Growth Acceleration Partners (GAP) offers best-in-class software development, combining leading-edge technical skills with serious business perspective. The company’s goal is never limited to creating a software tool that simply works. Rather, GAP focuses on helping clients reach their full business potential – in essence, crafting the software of their dreams. GAP has partnered with more than 225 satisfied clients, ranging from startup tech companies to multinational enterprises. Applications serve a wide range of industries including healthcare, technology, retail, online, education and financial services. For more information, visit [www.wearegap.com](http://www.wearegap.com).

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