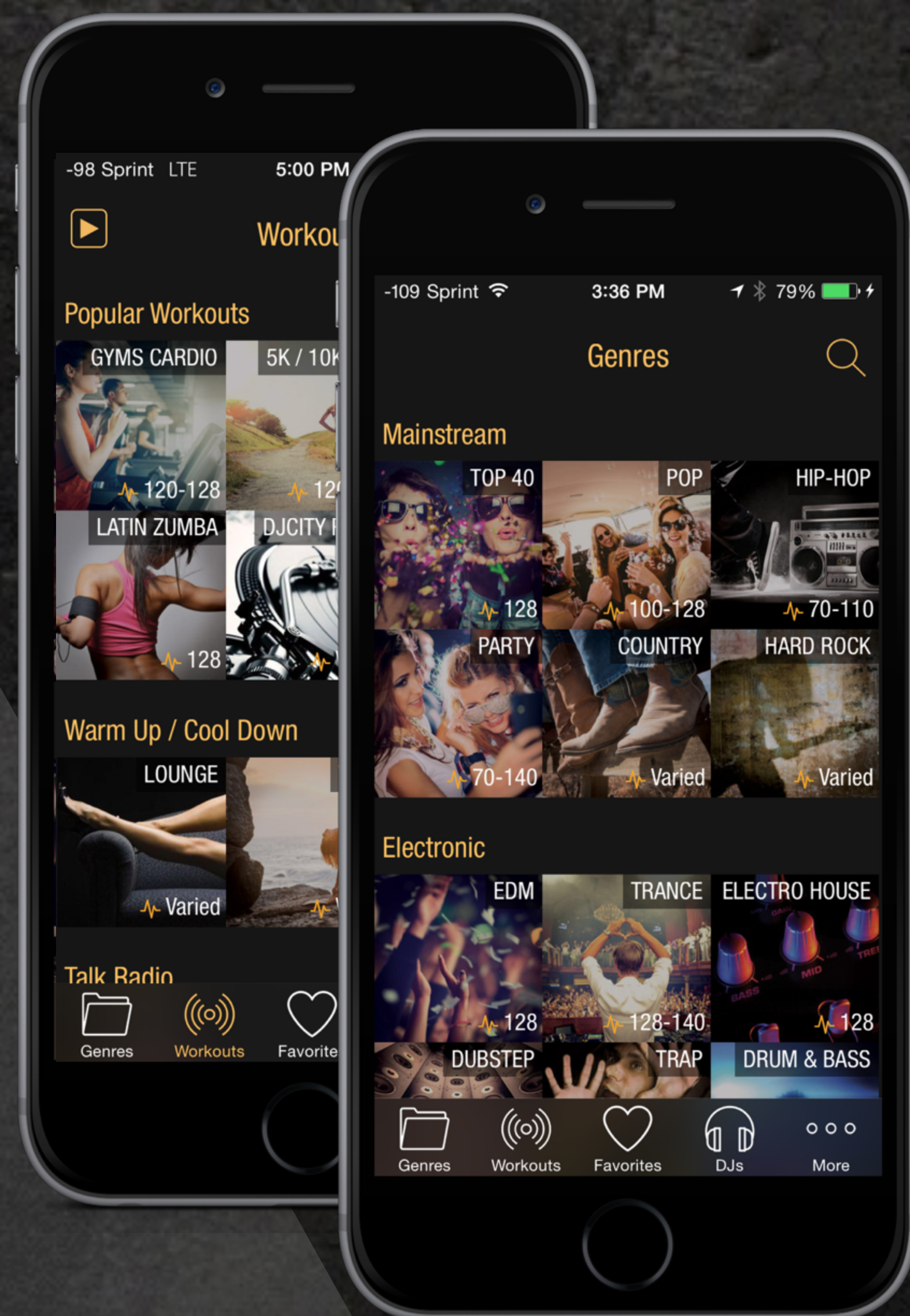




 **FITRADIO** 

2015 PROSPECTUS

DJ ENGINEERED **MUSIC** OF ALL GENRES DESIGNED TO AMP YOUR WORKOUT.



USING ONLINE AND
SMARTPHONE PLATFORMS,
FIT RADIO PROVIDES
LISTENERS WITH MUSIC THAT:

- Is professionally mixed by the world's most popular DJs
- Stimulates and increases listener motivation
- Satisfies a market of listeners who demand club-inspired, DJ-constructed mixes

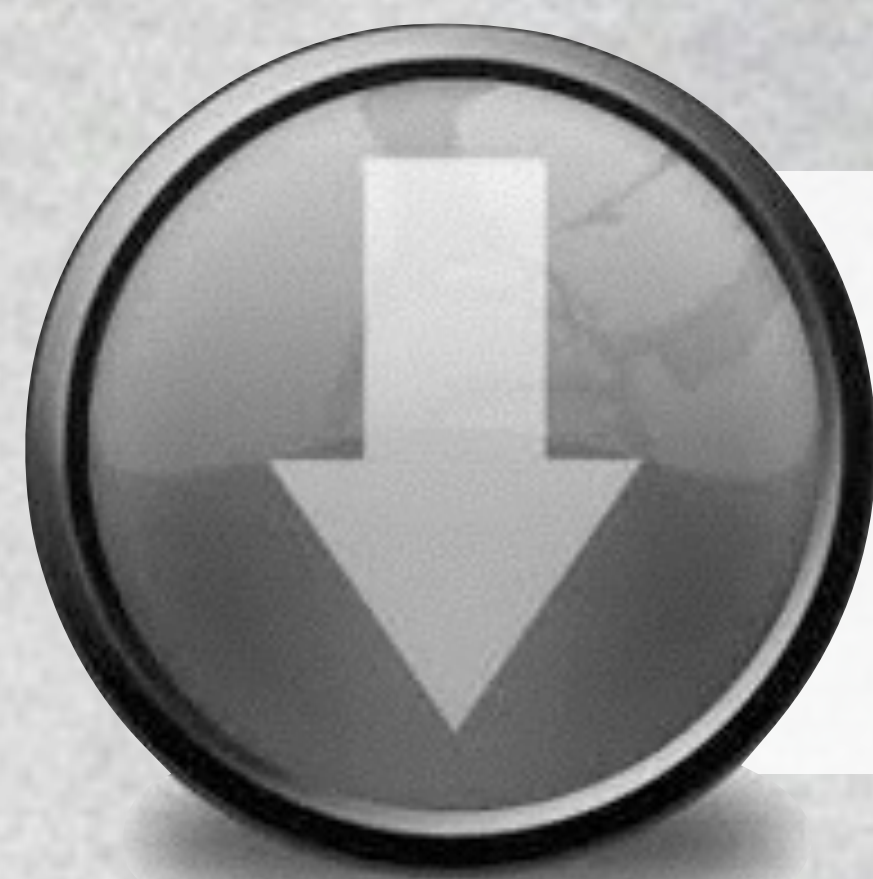
FIT RADIO PROVIDES A **UNIQUE** LISTENING EXPERIENCE



Pandora, Rhapsody, and Spotify only supply listeners with one song at a time with virtually no attention to transitions or how the songs relate to each other and have no control over BPMs (beats per minute).



iPods prevent users from experiencing new music and are restricted to one song at a time, trapping the user in their outdated playlist.



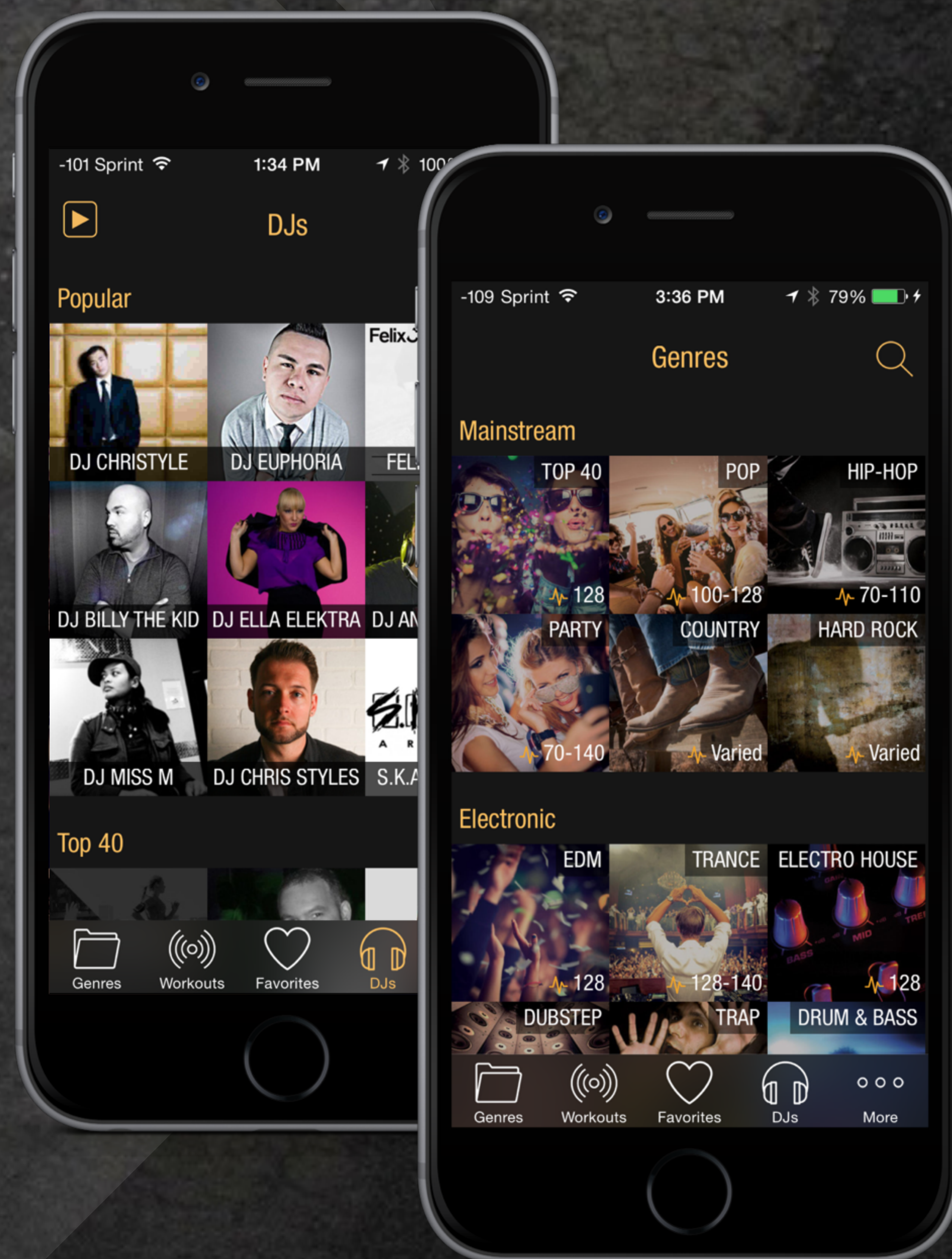
The time-consuming act of downloading music files is rapidly becoming an antiquated notion.



Listeners of DJ Podcasts are limited to one DJ and a singular, one-dimensional listening experience. They also still have to search and download these podcasts.

THE PRODUCT

FIT RADIO OFFERS TWO VERSIONS OF THE APP WITH ITS MAIN FOCUS BEING THE PREMIUM VERSION. IN THE BEGINNING, THE USER RECEIVES A TRIAL OF THE PREMIUM VERSION FREE FOR 3 LISTENING HOURS. AFTER THE TRIAL IS OVER, MOST COMPONENTS STRIP AWAY AS THE APP PROMPTS THE USER TO UPGRADE. **OUR CURRENT CONVERSION RATE TO PREMIUM IS 21%.**

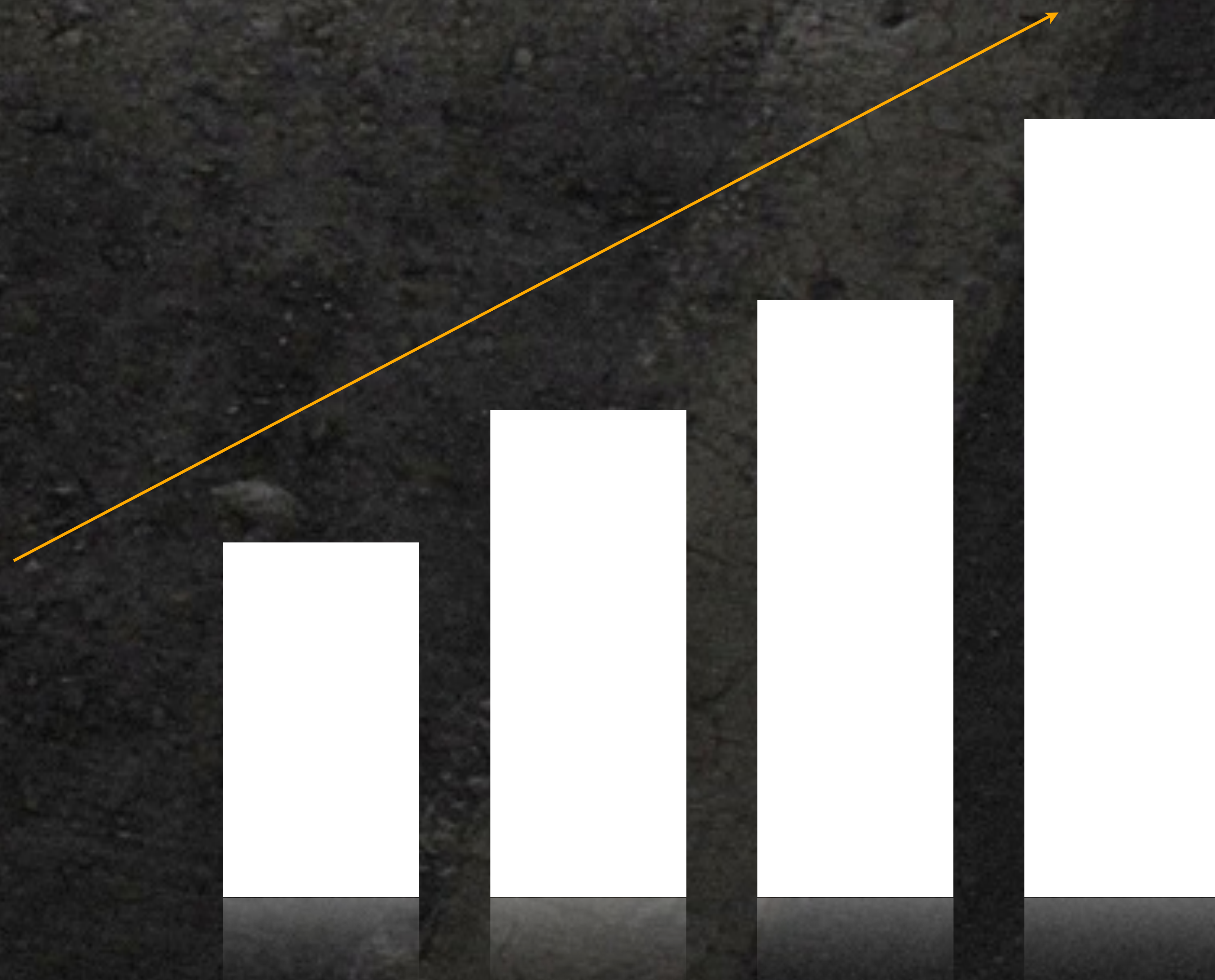


PREMIUM AT \$3.99/MONTH OR \$27.99/YEAR:

- Users pay a monthly or yearly fee for unlimited access
- Ad Free
- DJs gain international exposure through **FIT Radio** and see the app as an excellent marketing tool
- Content managers perform daily quality insurance checks of all content available on **FIT Radio** to ensure user satisfaction

FIT RADIO IS DMCA COMPLIANT AND REGISTERED WITH SESAC, ASCAP, BMI, AND SOUND EXCHANGE.

EARLY SUCCESS



FIT RADIO LAUNCHED ITS ANDROID AND IPHONE APPLICATIONS IN JULY OF 2011. SINCE ITS INTRODUCTION TO THE APP STORES, FIT RADIO'S POPULARITY HAS CONTINUED TO GROW THROUGH **WORD-OF-MOUTH AND MINIMAL "GRASSROOTS" MARKETING STRATEGIES.**

IN JANUARY 2014, FIT RADIO BEGAN OPERATING IN THE BLACK, THREE SHORT MONTHS AFTER LAUNCHING ITS SUBSCRIPTION MODEL IN SEPTEMBER 2013.

SINCE JANUARY 2014, **FIT RADIO HAS REMAINED IN THE TOP 13 GROSSING MUSIC APPS IN THE APP STORE,** COMING IN ABOVE OTHER POPULAR APPLICATIONS SUCH AS SONGZA AND SHAZAM.

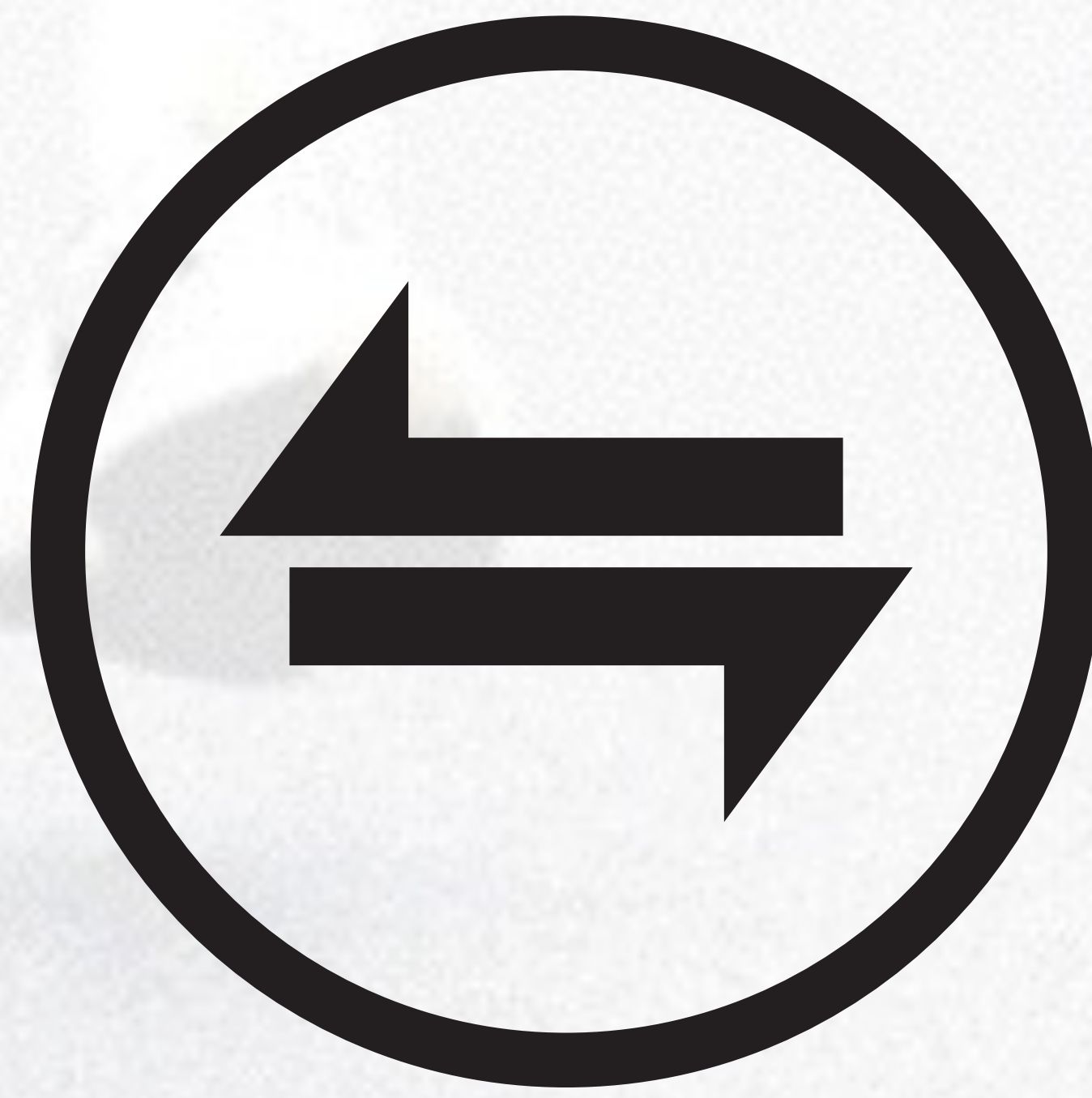
THE MARKET FOR FIT RADIO

FIT Radio targets the profitable and continuously growing market of fitness enthusiasts who enjoy high-energy, club-inspired music mixes.

The typical FIT Radio user is:



18 - 35 YEARS



ACTIVE



DIGITALLY SAVVY



SOCIAL

FEATURED IN

Men's Book Atlanta: Entrepreneurial success and FIT Radio founder Russell Greene brings the club to your workout

NOVEMBER 2013 » [READ ARTICLE](#)

Cosmopolitan: FIT Radio: The Fitness App You NEED In Your Life

SEPTEMBER 2013 » [READ ARTICLE AND PLAYLIST](#)

Forbes: Apps To Simplify Every Hour Of Your Business Workday

JUNE 2013 » [READ ARTICLE](#)

Forbes: Music Streaming Service Supplies Upbeat Playlists For The Fitness Freak

MAY 2013 » [READ ARTICLE](#)

SELF Magazine: FIT Radio Creates Perfect Playlists for Whipping Yourself Into Summer Shape

MAY 2013 » [READ ARTICLE](#)

CNET: FIT Radio streams Up-tempo Tunes To Motivate Your Workout

MAY 2013 » [READ ARTICLE](#)

Mashable: 8 Fantastic Fitness Apps To Keep You Motivated

FEBRUARY 2013 » [READ ARTICLE](#)

Mashable: 9 Apps to Fast-Track Your New Year's Resolutions

JANUARY 2013 » [READ ARTICLE](#)

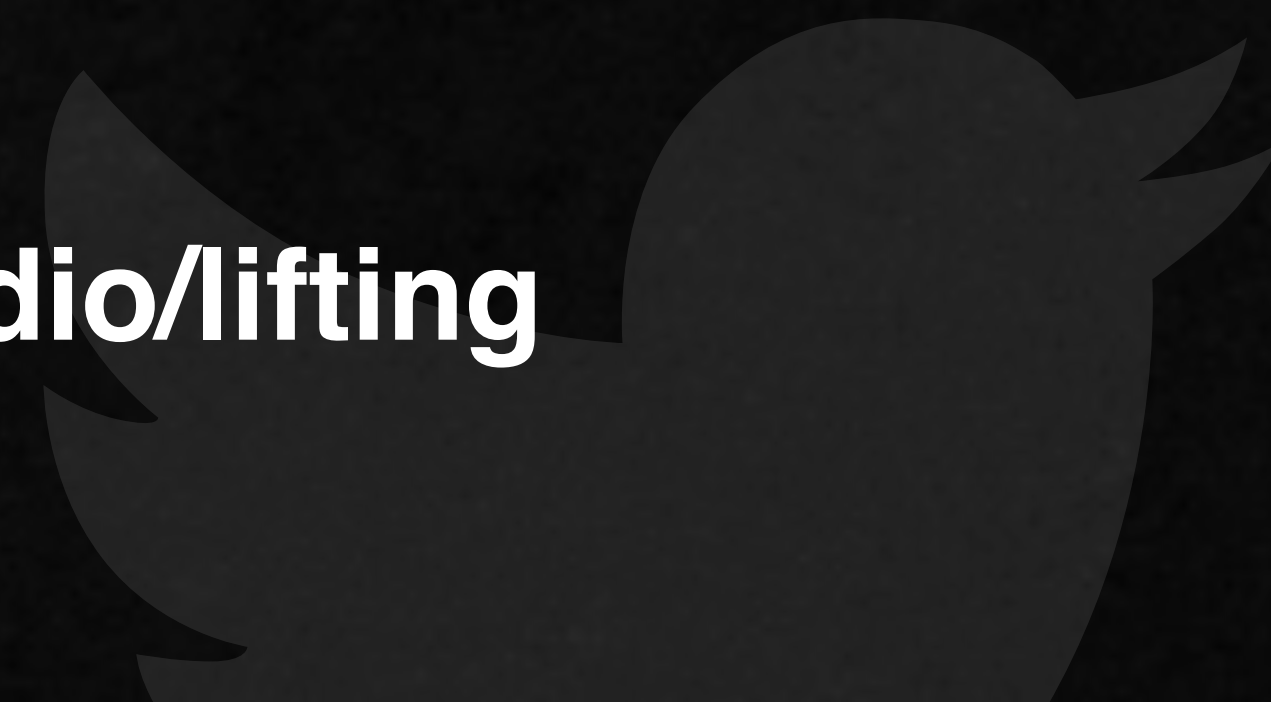
HOW WE ARE **RESHAPING** RADIO

DESPITE THE MULTIPLE WAYS PEOPLE CAN CURRENTLY ACCESS MUSIC, **FIT RADIO** HAS MANAGED TO SET ITSELF APART FROM THE COMPETITION WITH ITS DISTINCT FEATURES, ATTENTION TO USER DEMANDS, AND CONTENT.



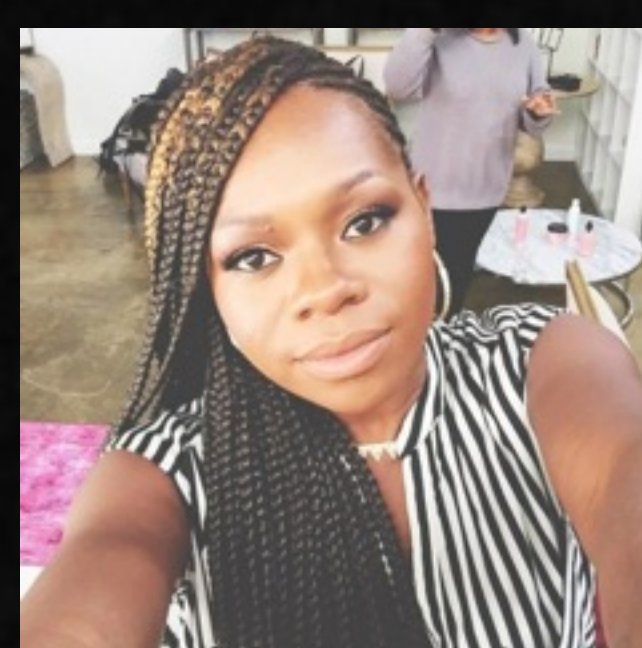
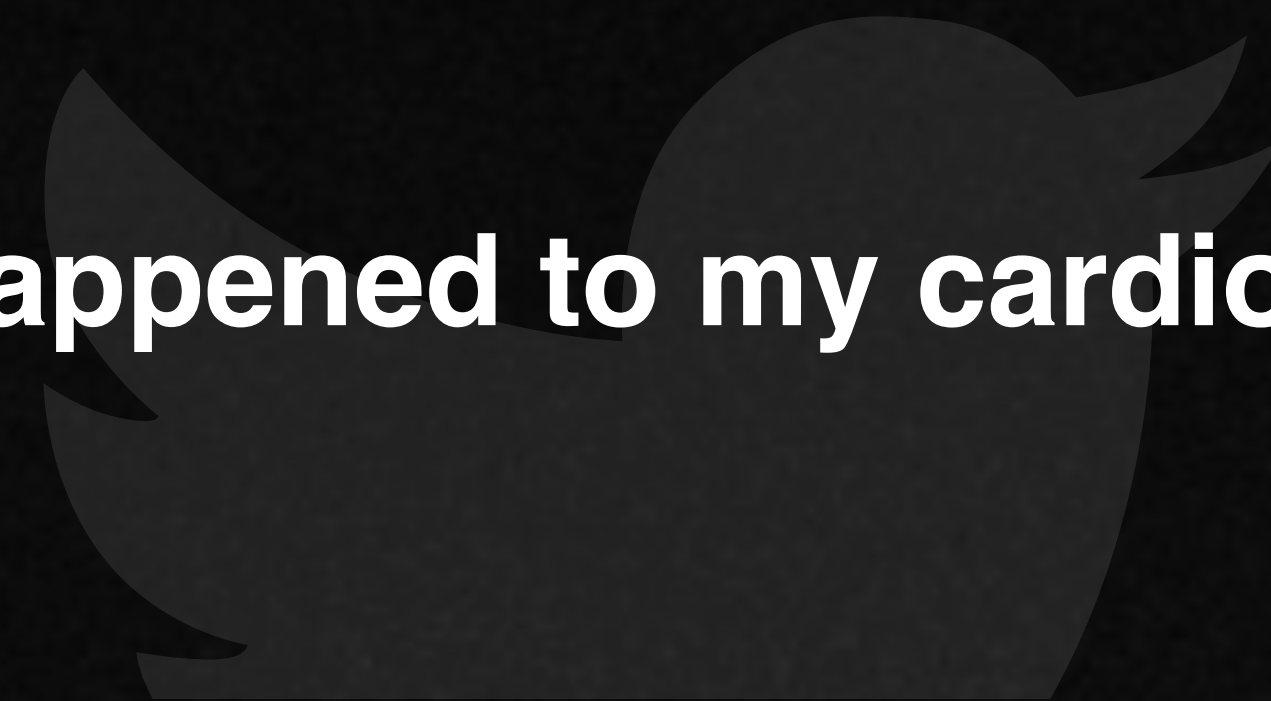
Luis Xlrxcon @Luis_Xlrxcon

@**FitRadio** always get me thru my cardio/lifting sessions. Highly recommend!!



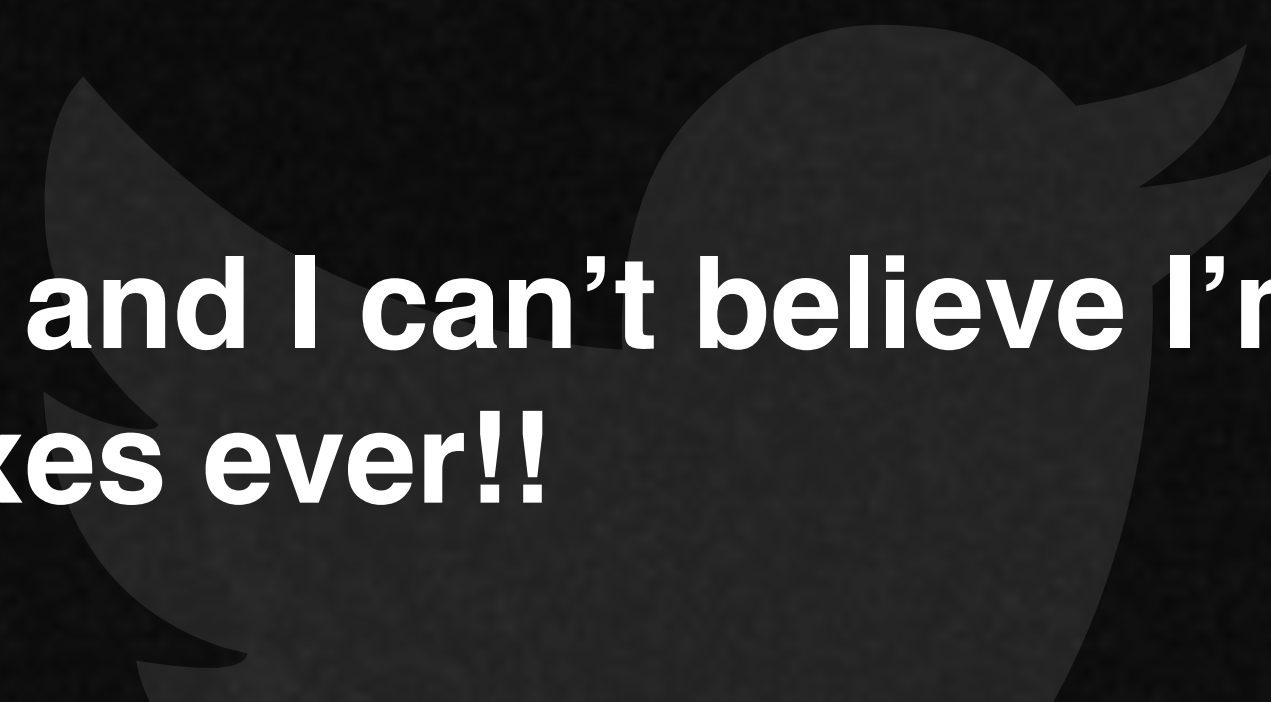
Mindy Moffat @mindymoff

FIT Radio is the best thing that ever happened to my cardio
#bestpurchase



Myleik Teele @myleik

I discovered @**FitRadio** the other day and I can't believe I'm so late to the party. BEST workout mixes ever!!



USERS SPEND **AN AVERAGE OF 45 MINUTES PER SESSION, 3 TIMES A WEEK** AND HAVE PROVIDED OVERWHELMINGLY POSITIVE FEEDBACK.



**HERE'S A PAGE FROM
THE APP STORE**

Perfect. ★★★★★

by Laurie Miller

Perfect for my workouts at the gym, working at my desk, or just hanging out at home. I can access the music on my iPad and iPhone. Super responsive customer service. I chose wisely.

2 out of 2 customers found this review helpful.

Was this review helpful? Yes | No | Report a Concern

Awesome ★★★★★

by ShellyRae08

Hands down, awesome! So many varieties, everyone can find a station they love!!

2 out of 2 customers found this review helpful.

Was this review helpful? Yes | No | Report a Concern

"Hey Mr. D.J., keep playing that song!" ★★★★★

by Sabine2020

This app is like having a personal DJ in your pocket! This app Let's you pick by genre or DJ. It has a giant music library. Strongly recommended for you fit freaks or party hosters!

2 out of 2 customers found this review helpful.

Was this review helpful? Yes | No | Report a Concern

USERS LOVE **FIT RADIO** SO MUCH
THEY'RE EVEN MAKING VLOGS ABOUT IT:



CLICK THE IMAGES
TO VIEW

FIT RADIO NOMINATED IN THE TOP SEVEN BEST

7 Cool Digital Projects and Apps We Learned About From



On Monday, we announced the winners of the 2011 Mashable Awards.

While some nominees are popular and have mainstream recognition (See: Facebook, iPad 2), others have significant followings but are not quite as well known.

While every Mashable Award winner and nominee should be unbelievably proud of their achievement, we've decided to highlight some of our editors' favorite lesser known digital projects and apps we've discovered from the Awards, both from those who were nominated, and those who won.



FIT Radio was a nominee for Best Music Service or App. FIT Radio's mission is a Pandora for gym rats, with several channels to choose from such as Top 40, Electronic, and Dub Step.

The app provides upbeat, workout friendly music that is arranged by a squadron of DJs. An added bonus: all of the music on this free app is streamed, even on mobile, which means it doesn't take up a great deal of space on your phone.



IN DECEMBER OF 2011, FIT RADIO WAS NOMINATED AS ONE OF THE TOP SEVEN BEST MUSIC SERVICES/APPS BY MASHABLE.

» [VIEW MORE](#)

MARKETING EFFORTS

FIT RADIO HAS BEGUN TO SUBSTANTIALLY RAMP UP MARKETING EFFORTS IN ORDER TO CATALYZE THE ORGANIC GROWTH WE ARE ALREADY EXPERIENCING. OUR PROMOTIONAL ACTIVITIES, PARTNERSHIPS, AND EVENTS COUPLED WITH OUR ONLINE SOCIAL MEDIA PRESENCE HAS PROVIDED A STEADY INCREASE TO A LARGE NUMBER OF NEW USERS.



Electric Run

ONKYO®



mapmyfitness



Red Bull®

The BlueAnt logo, featuring the word "BlueAnt" in a dark blue sans-serif font, with a stylized blue infinity symbol or loop above the "Ant" portion.The LivingSocial logo, featuring the word "livingsocial" in a lowercase, sans-serif font, followed by a registered trademark symbol (®). Above the "i" in "social" are four overlapping circles in blue, yellow, pink, and orange.

THE COLOR RUN™



DJCITY



SHAPE DIVA DASH

MARKETING

RUSSELL GREENE **FOUNDER** & CEO OF FIT RADIO

BRINGS A HOST OF EXPERIENCE, LEADERSHIP, AND INSIGHT TO THE COMPANY

RUSSELL:

- **IS RECOGNIZED AS ONE OF THE TOP CLUB OPERATORS IN THE COUNTRY BY NIGHTCLUB AND BAR MAGAZINE**
- **HAS SERVED AS PARTNER AND OPERATING MANAGER OF OPERA NIGHTCLUB, THE MOST RENOWNED CLUB IN ATLANTA SINCE OPENING ITS DOORS IN 2007**
- **HAS ESTABLISHED AND MAINTAINED MULTIPLE RELATIONSHIPS WITH MANY OF THE WORLD'S MOST FAMOUS AND SOUGHT-AFTER DJS**

RUSSELL'S PROFESSIONAL RELATIONSHIPS COMBINED WITH HIS ESTABLISHED KNOWLEDGE BASE IN THE NIGHTLIFE INDUSTRY HAVE FUNCTIONED AS SPRINGBOARDS FOR HIM TO BOOST **FIT RADIO** INTO ITS INITIAL STAGES OF DEVELOPMENT AND SUCCESS..



CLOSING REMARKS

Based on our beginning and modest marketing efforts that have produced overwhelmingly positive responses from our users, we have confirmed Russell Greene's business hypothesis: a vast and lucrative market exists for **FIT Radio**. We will persist in our research of this market just as we will continue to develop and expand the reach of our product. Based on enthusiastic user feedback coupled with the uniqueness of **FIT Radio** when compared to other contemporary music providers, we maintain confidence that our user base will continue to grow in the immediate and distant future.

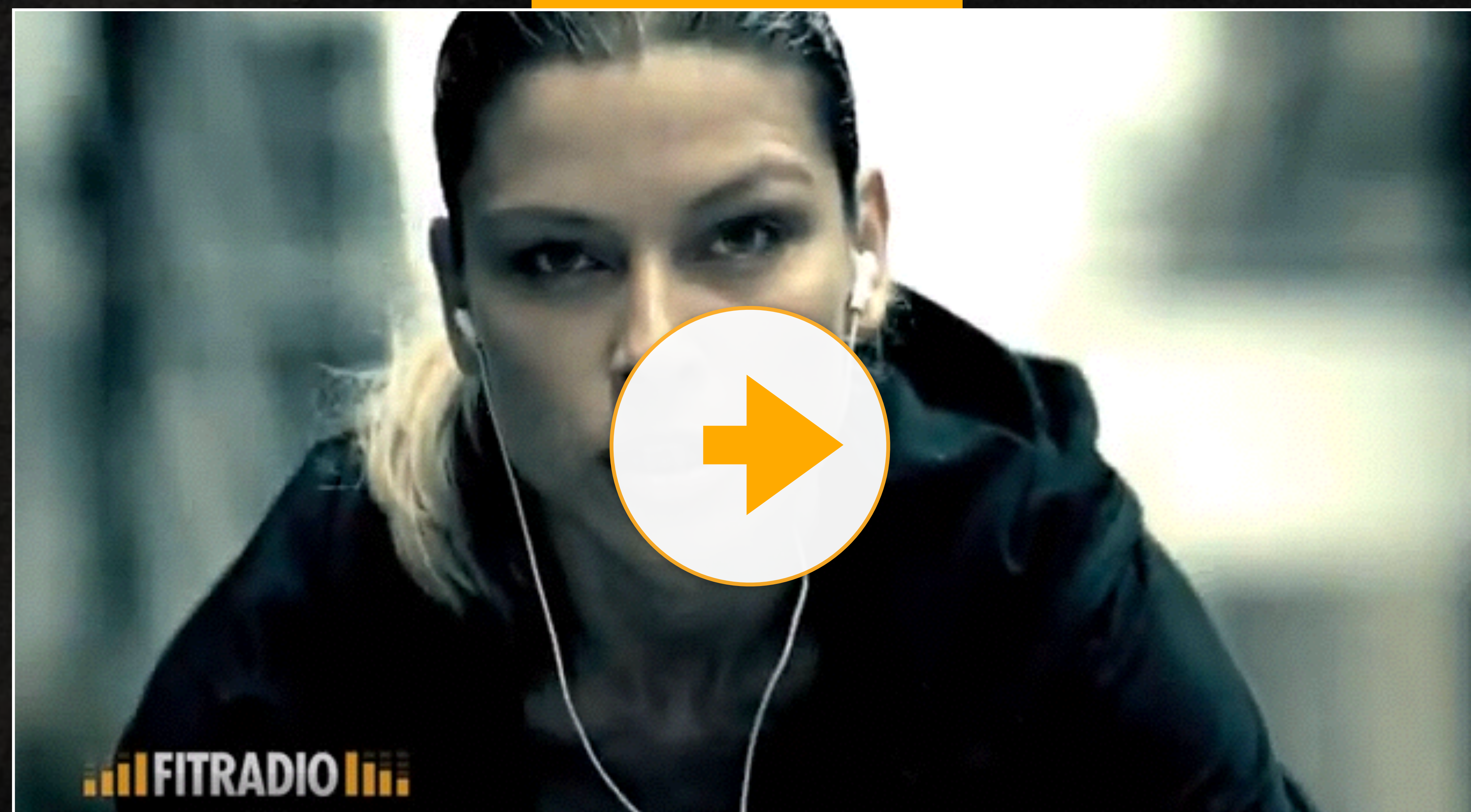
CONTACT

Russell Greene, CEO
Rusty@socialstudy.com

Lexi Bellassai, Vice President
Lexi@socialstudy.com



WWW.FITRADIO.COM



PROMO VIDEO

JUST PUSH
PLAY AND **GO**