



VIMEO OTT SERVICES TO POWER WORLD'S LEADING FITNESS EXPERT JILLIAN MICHAELS' FITFUSION STREAMING SERVICE

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Today Vimeo announced that FitFusion, the leading streaming workout platform created by America's health and wellness expert Jillian Michaels, has selected Vimeo's OTT services to power its streaming video platform. As part of its multi-year deal, FitFusion has been re-launched, via Vimeo's VHX product, and now available on iOS and Android devices, as well as AppleTV, AndroidTV, Roku, Chromecast and Amazon FireTV.

Created by Michaels, FitFusion is a virtual one-stop-shop for on-demand streaming premium workouts from the world's most renowned trainers and brands, offering a wide-ranging variety of workouts, from full body strength and cardio with Michaels, to yoga, to Pilates, to barre, to dance-cardio and beyond. The re-launch also features a new Lifestyle channel featuring award-winning non-instructional content including documentary film titles such as Fat, Sick & Nearly Dead and Yogawoman. By leveraging Vimeo's powerful, productized OTT services, FitFusion users can now train anywhere, anytime via TV, computer, smartphone, or tablet through their VHX-powered app.

"We are constantly working to refine our consumer experience," said Giancarlo Cherisch, CEO and Co-Founder, FitFusion. "Partnering with Vimeo's platform will allow FitFusion to continue focusing on expanding the content offering while ensuring a stable multi-platform experience for our consumers."

"We are excited to bring the all-new FitFusion experience to audiences and fitness lovers around the world," said Jamie Wilkinson, General Manager of Vimeo's OTT Services group. "FitFusion offers its subscribers unlimited access to award-winning workouts, and wellness videos, now through our full-suite of web, TV and mobile apps."

FitFusion officially re-launched today, migrating over 350 titles, totaling over 300 hours of content through Vimeo's OTT services. Customers can subscribe to FitFusion at \$9.99 per month online or via the FitFusion app. For more information, please visit www.FITFUSION.com.

For more information on Vimeo's VHX OTT services, please visit: <https://www.vhx.com>.

About FitFusion

FitFusion is the leading streaming workout platform created by America's health and wellness expert Jillian Michaels. Featuring over 350 workouts and more than 300 hours of content, FitFusion allows its users to access every kind of workout, from the best trainers, for any fitness level. FitFusion is available anytime, anywhere from your computer, phone or tablet. The FitFusion app is available for iOS and Android devices as well as AppleTV, AndroidTV, Roku, Chromecast and Amazon FireTV. FitFusion is also distributed as a stand-alone, on-demand channel on AT&T U-verse, Amazon Prime and leEco. www.FITFUSION.com



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About Vimeo

Vimeo is the world's leading all-in-one video software solution. Our platform enables any professional, team, and organization to unlock the power of video to create, collaborate and communicate. We proudly serve our growing community of over 200 million users — from creatives to entrepreneurs to the world's largest companies. Learn more at www.vimeo.com