



For Immediate Release

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The Olympus Grip - A Comprehensive Gym & Virtual Trainer You Can Use Anywhere

Darien, CT - December 2021 - Fitnix LLC announces the launch of the Olympus Grip Kickstarter Campaign to help make fitness more engaging and effective.

Fitnix recognizes that regular exercise is essential for ongoing good physical and mental health, as well as fighting obesity, chronic disease, and cognitive health challenges. Unfortunately, most people don't exercise as much as they should.

The owner of Fitnix, Chris Ix, has long been passionate about solving this problem -- and he has the perfect background to do it. As a decorated former Captain in the U.S. Army and qualified Airborne Ranger, Chris learned how to adapt exercise routines to whatever surroundings and circumstances he might find himself in. His post-service graduate education and civilian business experience provided him with the tools necessary to successfully run a company and leverage technology to achieve goals.

Fitnix believes there are four underlying reasons for general lack of exercise: (1) lack of time, (2) lack of options, (3) lack of support, and (4) lack of motivation.

Lack of Time. The Olympus Grip saves time by simultaneously incorporating multiple types of exercise. The Double Workout Advantage of the Olympus Grip combines both lower and upper body workouts into one integrated activity by incorporating light dumbbell or self-resistance workouts while you walk, jog or run. These upper body exercises can also be integrated into leg and abdominal exercises. The Double Workout Advantage allowed Chris to qualify for the Spartan North American Championships after exclusively using the Olympus Grip for three months following a prior leg injury rehabilitation.

The Olympus Grip is portable and specifically designed to be used anywhere at any time. That means you can allocate the time you would have spent traveling to a gym to exercising. The Olympus Grip app offers hundreds of user-customizable workouts, so less time is wasted in workout planning and preparation. And for those metrics-minded users who like to document or log their workouts, the app does all of that for them so they can spend more time exercising and less time inputting data.

Lack of Fitness Options. The Olympus Grip enables over 400 calisthenic exercises. Everything users need fits into a small, 16-liter backpack. Users can perform over 40 dumbbells boxing exercises, over 30 self-resistance exercises, over 40 tube band resistance exercises, over 140 body weight resistance exercises, over 95 strap resistance exercises, and 13 jump rope exercises. There are hundreds of workouts to

choose from that focus on total body cardio, strength training and high intensity. Users have the option to introduce random exercises and workouts into their routine to avoid boredom. Also, every exercise is assigned a progression scale, so beginners can move on to intermediate exercises or intermediate level users can move on to expert level exercises, all at their own pace and consistent with their individual goals.

Lack of Fitness Support. The Olympus Grip app is designed to both show and tell the user what exercise to perform next, how many repetitions to perform, and even when to rest, providing regular feedback on progress. The app can be run on the user's smart phone, which can be mounted to the grip by an included attachment device, providing helpful visual guidance on how to optimally perform each exercise. When indoors, the app may also be displayed on a networked TV.

Lack of Motivation. Finally, to address the lack of fitness motivation, the app comes with a leaderboard so users can record and compare their total repetitions, burned calories and workout times (Spoiler alert: there will be many more unique Olympus Grip workout metrics debuting in 2022.). Although the Olympus Grip can be used just as effectively indoors, it was specifically designed to be used outdoors, which is one key advantage over many other exercise products on the market today that can't easily be moved from the living room or gym. Chris finds outdoor environments inspiring, and his workouts are typically more effective when at a park, trail, beach, or mountain. For those who also enjoy working out in the fresh air, Chris created a unique workout called Point to Point, where users physically advance forward during each repetition, allowing them to experience and see their progress.

"The Olympus Grip is a revolutionary fitness product, and I am confident that it will have a positive impact on America's fitness performance," said Chris.

The Olympus Grip campaign will last until Jan. 13, with initial deliveries anticipated in the late spring and early summer.

For more detailed information about the Olympus Grip, please visit the Fitnix Kickstarter page at www.kickstarter.com/projects/fitnix/olympus-grip, or feel free to reach out to Chris directly at chris.ix@fitnix.com.

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