



**FOR IMMEDIATE RELEASE**

***BEACHBODY® EXPANDS ITS BRAND INTO FOOTWEAR AND APPAREL  
Global Brand Partners to Serve as Global Licensee***

Santa Monica, CA - May 31, 2016 - Beachbody, the leading provider of in-home and gym-based fitness programs, including P90X, 21 Day Fix and INSANITY, today announced the appointment of Global Brand Partners Pte. Ltd. (GBP) as its global licensee for footwear and apparel. With an experienced team who have successfully launched numerous international footwear and apparel brands, GBP will develop both highly technical performance and lifestyle collections that are rooted in the authenticity of the Beachbody brand and its expertise in the fitness category.

“At Beachbody we’ve been discussing for years how it’s a natural fit for us to offer branded footwear and apparel to the Beachbody community and beyond, and now that we have the right partner, we’re doing it,” said Jon Congdon, Co-founder, President & CMO of Beachbody. “GBP is aligned with our commitment to providing innovative, world-class products that deliver results and we are excited to work with them to bring that same commitment to this vibrant, growing category.”

The highly experienced creative team of international designers based in the U.S, and U.K. will collaborate with globally renowned sport, exercise and health science research institutions to design and launch the first Beachbody collection starting with Spring/Summer 2017.

“The fitness industry is currently experiencing huge growth globally and Beachbody has an authentic fitness heritage,” said Killick Datta, CEO of GBP. “It’s the right time to partner and help extend their brand into footwear, apparel and accessories through our vast expertise in the space.”

The Beachbody branded GBP products will be available to consumers worldwide through distributors and retailers and on Beachbody's e-commerce platforms. GBP will be showing the Beachbody footwear and apparel at upcoming major sports and fitness trade shows in the U.S., Europe and Asia.

**About Beachbody**

Beachbody, a worldwide leader in health and fitness headquartered in Santa Monica, California, was founded in 1998 by Carl Daikeler and Jon Congdon with the mission to help people achieve their goals and enjoy healthy, fulfilling lives. Beachbody's formula of world-class fitness, nutrition, motivation and support has proven again and again to deliver results for its customers. Whether through Beachbody on Demand (BOD) the streaming platform featuring Beachbody's portfolio of iconic fitness brands like P90X®, INSANITY®, 21 Day Fix®, and CIZE®; via its superfood shake, Shakeology®; or through its premium line of sports nutrition supplements, Beachbody Performance, the Beachbody name has come to define the power of putting a healthy lifestyle within everyone's reach. Beachbody products can be purchased on its websites, and via its more than 450,000 strong Team Beachbody Coach network of independent distributors. Beachbody On Demand, featuring more than 400 streaming workouts, is available through its own mobile app for iPhone, as well as on Apple TV, Roku TV models, Amazon Fire and Google Chromecast, and now in over 120 countries around the world through BeachbodyGlobal.com. For more information please visit [Beachbody.com](http://Beachbody.com).

**About Global Brand Partners Pte. Ltd.**

Global Brand Partners Pte. Ltd., headquartered in Singapore, was founded in March 2016 by two industry veterans - Killick Datta and Peter Koral who have successfully launched numerous branded footwear and apparel businesses. Peter Koral, founder and ex-CEO of 7 For All Mankind, has been very successful in the clothing business for many years. Killick Datta is a prominent figure in the footwear business and was the owner of GBMI, one of the world's largest fashion footwear companies that managed brands such as Diesel, Pony, Nautica, Sean John, etc. He was also the Director of International Business Development at Nike, President of International at LA Gear, Skechers and Wolverine Worldwide and CEO of Brooks Sports. For more information please visit [GlobalBrandPartners.com](http://GlobalBrandPartners.com).

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