

PRESS RELEASE

Sports fashion for your new best performance:

***Freeletics Wear* presents the performance collection MAX. PRFRMNCE**

19th April 2016 – inspired by the passion of *Free Athletes* all over the world, developed by sports scientists and fitness experts, and made for ambitious athletes: Freeletics, the internationally successful digital fitness provider based in Munich, now presents MAX. PRFRMNCE, their first performance collection from the youthful [athleisure](#) brand *Freeletics Wear*, designed to provide maximum support for athletes during their training. Whether the training plan includes [burpees](#), [sprints](#) or [exercises with a barbell bar](#) – MAX. PRFRMNCE lives up to the demands and individual requirements of athletes and their various training methods. Similar to Urban Grounds, the first collection by *Freeletics Wear*, MAX. PRFRMNCE is now also available from the [Freeletics online shop](#).

HIGH-QUALITY FEATURES ENABLE NEW TOP PERFORMANCES

When developing the various models, close attention was paid to ensuring high quality to satisfy the varied requirements of different training conditions. That's why the new pieces are made of athletically cut and breathable fabrics with a performance-enhancing compression effect. And that's not all: The special Freeletics performance material *Dry/Tex*, for example, regulates the moisture on the skin and improves performance, while features such as *Lightweight* and *AerFlow* ensure freedom of movement and comfort during training. Flat seams also prevent unpleasant rubbing and skin irritation, which is particularly important for exercises with many repetitions or regular movement patterns, such as running or situps.

MORE THAN JUST STYLISH BLACK AND GREY TRAINING CLOTHES

The new models for men and women include ergonomically cut tights and shorts, as well as functional long-sleeves and tank tops. One additional model, the comfortable sports bra for women, fits like a second skin, and supports female athletes in achieving new personal bests. The robust training gloves, which grip a pull-up bar just as well as a smartphone, are a useful accessory that rounds off the new performance collection.

In just a few weeks there will be even more products added to the performance collection, also focused on optimally supporting athletic training performance with innovative technology. *Freeletics Wear* products are shipped to all European Union countries, as well as to Switzerland and Norway. Payment via credit card, PayPal or bank transfer. The price range for the new models is from 35 to 55 Euros (prices in the online shop, plus shipping costs).

[Overview of the Freeletics social media channels](#)

- Instagram:
 - <https://www.instagram.com/freeletics>
 - <https://www.instagram.com/freeleticswear> (NEW)
- Facebook: <https://www.facebook.com/Freeletics>
- Twitter: <https://twitter.com/Freeletics>
- Website: <https://www.freeletics.com>

CONTACT

Sarah Braun

Public Relations Manager

Email: sarah.braun@freeletics.com

Tel: +49 (0) 176 60962361

Lothstrasse 5, 80335 Munich, Germany

FREELETICS: THE COMPANY

The vision of Freeletics is to assist everyone around the world in unleashing their full physical and mental potential and become the strongest version of themselves. The products and services from Freeletics offer the most important elements for individuals to reach their full potential: Freeletics promotes and increases physical fitness and improves mental strength, willpower and self-confidence which are vital for actively shaping lifestyles in accordance with an individual's desires and goals.

Founded in June 2013, the company is now represented in over 160 countries, has more than nine million members and is one of the most successful fitness movements in the world. Freeletics also sets team standards: teamwork, achievement and performance are important values within the company and are what motivate the team of more than 140 employees in Munich and Berlin to develop Freeletics into an internationally growing sports and lifestyle brand and constantly optimize and expand the product portfolio.

Founded in:	June 2013
Founders:	Andrej Matijczak, Joshua Cornelius, Mehmet Yilmaz
CEO:	Daniel Sobhani
Headquarters:	Munich, Germany
No. of employees:	140+
Number of users:	Over 9 million registered users (Free Athletes) worldwide
Availability:	In over 160 countries (6 languages)

FREELETICS: THE TRAINING

Freeletics is primarily characterized by its strong community: More than nine million users compare their personal achievements with those of friends and athletes around the world. Every day the so-called Free Athletes meet up in cities around the world and work together to achieve their objectives. Freeletics connects people, shows them ways of achieving their goals and motivates them to push themselves that little bit further to become the best they can be. This concept is unique and around 12,000 new athletes sign up to Freeletics every day.