

IMMEDIATE RELEASE

FREELETICS, THE WORLD'S FASTEST GROWING FITNESS APP, ANNOUNCES SURVEY RESULTS RESEARCHING BARRIERS TO FITNESS AMONG AMERICANS, WHERE 2 IN 5 FEEL 'TOO OLD' TO WORK OUT AT 41

Layla Anna-Lee to Moderate Panel Featuring CEO's from Freeletics, Spartan Race, 100 Women in Finance, and Laureus Sport for Good USA to Discuss Findings on Thursday, January 10th in NYC

NEW YORK, NY (January 08, 2019)– [Freeletics](#), the world's fastest growing fitness app with 32 million users announced today that it will be hosting a panel discussion with CEO's from some of the most respected organizations in sport and finance to discuss and reveal the findings of a national survey, which polled Americans about what they perceive as the biggest barriers to their fitness goals. The survey polled 2,000 Americans and was conducted in line with Freeletics #DareToBeFree campaign. British television presenter Layla Anna-Lee (<https://laylaannalee.com/about/>) will moderate the discussion which will reveal and delve into the complete startling results.

"We are honored to be able host our esteemed panelists to discuss the obstacles so many Americans experience when pursuing their fitness goals," stated Freeletics CEO Daniel Sobhani. "With many Americans making resolutions to pursue and maintain fitness goals in 2019, Freeletics is here to provide the most innovative products to achieve those goals and to be the leading solution to turn those January promises into a long term athletic lifestyle."

The panel will feature Daniel Sobhani, CEO of Freeletics (www.Freeletics.com), Joe De Sena Founder and CEO of Spartan Race (www.Spartan.com), Benita Fitzgerald Mosely, Laureus Sport for Good USA (www.LaureusUSA.com) CEO and Olympic gold medalist, and Amanda Pullinger, CEO of 100 Women in Finance (www.100Women.org) discussing the survey's findings and what solutions can be pursued to assist Americans in overcoming these common obstacles.

Complete results of the survey will be released during the panel discussion, which will be held at SubCulture at 45 Bleeker Street in NYC. The panel discussion will run from 10:30am to 11:30am with a media session and opportunity for one on one interviews with panelists to follow until 12:30. Media should RSVP to attend and to request survey results, one on one interviews and more CEO information. Camera crews are welcome.

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About Freeletics

Freeletics has been built around a single vision since day one: to challenge and inspire people to become the greatest version of themselves. Freeletics is the creator of some of Europe's #1

fitness apps, promoting and increasing physical fitness as well as mental strength, willpower and self-confidence – all vital tools for shaping a life in accordance with one’s desires and goals. Founded in June 2013, the company has already created one of the most successful fitness movements in the world, with 32 million users in over 160 countries.

Freeletics Media Channels

Instagram - www.instagram.com/freeletics

Facebook - www.facebook.com/freeletics

YouTube - www.youtube.com/freeletics

Twitter - www.twitter.com/freeletics

[Company Values](#)

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