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SKECHERS COFOUNDER INVESTS IN THE FUTURE OF FITNESS WITH FITWALL

Trend spotter behind Skechers and LA Gear leads funding to provide best fitness experience in the world

NEWPORT BEACH, Calif. (July 15, 2014) – [Fitwall](#), one of the World’s Top 10 Most Innovative Companies in Fitness according to *Fast Company*, has secured a sizable round of funding led by Jeff Greenberg, cofounder of Manhattan Beach-based [Skechers USA Inc.](#) (NYSE: SKX). The capital will be used to expand Fitwall’s growing footprint and further its development of in-studio and at-home fitness offerings. In addition to his investment, Greenberg also will join Fitwall’s corporate advisory board.

“We are thrilled to have someone like Jeff who understands what it takes to launch a billion-dollar brand involved with our company,” said Josh Weinstein, Fitwall’s chief executive officer and founding board member. “Our mission is to provide the best fitness experience in the world. This additional capital enables us to maintain our momentum, expand our platform and continue to revolutionize the way fitness is presented.”

Greenberg is a private investor based in Manhattan Beach, Calif., and the founder of G9 Development, a luxury real estate development company. He has been involved with two active lifestyle brands, Skechers and LA Gear, which have reached billion dollar valuations. After helping to found Skechers in 1992, Greenberg held a variety of roles, including senior vice president, Active Electronic Media, and chief operating officer at the company. He currently serves on the Skechers board of directors.

“In the fitness industry, we have been trained to constantly search for the next big thing,” said Greenberg. “As soon as I was introduced to Fitwall, I knew I was experiencing where the future of fitness was heading. With its mix of truly innovative technology and world-class coaching, Fitwall provides consumers real-time data and the ability to obtain actual results in the most efficient way possible. I expect grand things from Fitwall, and am excited to watch the company grow.”

Fitwall studios offer the future of fitness through 40-minute, high intensity interval training sessions on an actual Fitwall, a ladder-like device with hand and foot grips to allow for vertical

movement. Members utilize Fitwall's proprietary technology and receive constant feedback during the workout, which is guided by the Company's customized metric, the "FIT Factor" (Fitwall Intensity Training Factor). Each workout created by Fitwall's national coaching staff is driven by a particular theme, incorporates a customized musical score and lends itself to incredible muscle gain and effective fat loss.

To learn more about Fitwall and its studio locations, visit Fitwall.com. The future of fitness also can be found on [Twitter](#) and [Instagram](#) by following @Fitwall with #trainsmarter and by liking [the Fitwall Facebook page](#).

About Fitwall

Fitwall is 40 minutes of fun and effective strength, cardio and flexibility training. Our innovative approach to fitness combines the latest in technology with world-class coaching to deliver the most efficient workout possible. To learn more about the future of fitness, its people and our technology, visit Fitwall.com.

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