

Pittsburgh Steelers Adopt Activbody's ActivSports Platform for Player Strength Training and Physical Therapy

Health tech innovator and Steelers strength and conditioning coaching staff to collaborate in long-term technology, hardware and marketing partnership

Activbody, a fitness and health product innovator, has been announced as a Training Partner of the Pittsburgh Steelers. Founded in 1933, the Pittsburgh Steelers is the oldest franchise in the AFC, having won more Super Bowl titles than any other team in the NFL.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180821005246/en/>

Pictured: Dan Stevenson (chief executive officer of Activbody) and Garrett Giemont (strength and conditioning coordinator for the Pittsburgh Steelers) (Photo: Business Wire)

Activbody's ActivSports Platform enables professional, college, high school, and youth sports teams to measure, quantify, and improve muscle function for isometric and traditional gym-based exercises. Additionally, ActivSports measures left/right strength symmetry, tests endurance of specific muscle groups, and measures peak muscle force over time. The new ActivSports Platform also enables the team's athletic training staff to objectively measure muscle function to understand when a player is ready to move on to the next phase of rehab. The Steelers are the first professional sports team to have access to the ActivSports Platform.

"Our new ActivSports Platform is designed to measure and track muscle strength performance to help teams and athletes gain a competitive edge," said Dan Stevenson, chief executive officer of Activbody. "Our partnership with the Steelers helps fulfill Activbody's mission to deliver efficient, effective and motivating technology-driven solutions to enhance fitness and health for everyone."

“Before we discovered ActivSports, measuring precise strength levels, setting specific intensity targets, and maximizing muscle recruitment for gym and isometric exercises was difficult and time consuming, and in many cases impossible,” said Garrett Giemont, strength and conditioning coordinator for the Pittsburgh Steelers. “Our partnership with Activbody opens new doors in achieving and monitoring optimum muscle performance and prescribing and tracking rehabilitation to help keep our athletes on the field.”

Under the four-year pact, the Steelers strength and conditioning coaching staff will serve as an Activbody BETA Partner to test and provide professional feedback regarding new Activbody health and fitness devices, accessories and software releases.

“The Pittsburgh Steelers adoption of ActivSports is a great validator and Activbody is proud to be part of such an iconic franchise,” said Seth Cummings, chief marketing officer of Activbody. “We’re excited to be a Steelers Training Partner and look forward to expanding ActivSports to help teams and athletes of all ages reach their peak performance levels.”

To register for early access to ActivSports, go to <https://www.activ5.com/activsports>.

Activbody is committed to providing safe and effective health and fitness solutions for all ages, from kids and athletes to busy professionals and seniors. In addition to the ActivSports Platform, Activbody offers the Activ5 Portable Fitness Device & Training App, a smart consumer fitness system introduced at CES 2017 featuring a Bluetooth-connected device that enables over 100 full body workouts that can be done at work, home or on-the-go. More information can be found at www.activ5.com.

About Activbody

Activbody is a consumer electronics and software-driven company developing health and wellness solutions that leverage its portfolio of patented technologies. Activbody aspires to keep the world active through fitness and health technologies designed to make exercise fun, convenient and trackable. A revolution in daily fitness, athletic performance and rehabilitation, Activ5 is a first-of-its-kind, wireless-enabled, isometric-based strength training device that coaches users through short duration, low impact, full body workouts and quantifies muscle activity. Activbody was born out of founder Dr. Kosta

Yanevâ€™s desire to create fitness and wellness solutions that could help him integrate regular exercise into his life. Learn more about Activbody and Activ5 at www.activ5.com.

About the Pittsburgh Steelers

The Pittsburgh Steelers, the fifth-oldest franchise in the National Football League, were founded on July 8, 1933, by Arthur Joseph Rooney. Since the teamâ€™s inception, the Rooney family (founder: Arthur Joseph Rooney, Chairman, Ambassador Daniel Milton Rooney and current President Arthur J. Rooney II) has maintained the organizationâ€™s strong commitment to the Pittsburgh area. The Steelers captured their first of six Super Bowl championships â€” the most among any team in NFL history â€” on January 12, 1975 in Super Bowl IX. Pittsburghâ€™s five other Super Bowls victories came in Super Bowl X, XIII, XIV, XL and XLIII.

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