

ODELL BECKHAM JR AND JOSH KROENKE JOIN CONNECTED FITNESS BRAND CLMBR

DENVER, CO – November 15, 2021 – CLMBR, the leader in connected fitness technology, today announced NFL superstar and Cleveland Browns wide receiver, **Odell Beckham Jr**, will serve as an investor. Josh Kroenke, Vice Chairman of Kroenke Sports & Entertainment, is an investor in CLMBR and will join the Advisory Board to provide strategic insights and guidance to the executive leadership team.

Beckham and Kroenke will join the company's investment team, alongside Jay-Z, Novak Djokovic, Pitbull, Ryan Seacrest, June Ambrose, venture capital and private equity firm KBW-Ventures, exercise physiologist and CEO and Founder of 22 Days Nutrition, Marco Borges, and co-Founder and former CEO of YouTube, Chad Hurley. In this partnership, Beckham will serve as a brand ambassador to boost the commercial launch of its two flagship products, [CLMBR Connected](#) and [CLMBR Pure](#), and support the development of CLMBR retail stores across the United States.

"Not only do I use my CLMBR all the time, but I'm so impressed with the technology," said Odell Beckham Jr. "This is the kind of new and innovative business I am thrilled to support as both a brand ambassador and an investor."

Josh is involved in a leadership capacity across the vertically integrated network of Kroenke affiliated companies - broadly consisting of real estate, professional sports and media. As Vice Chairman of Kroenke Sports & Entertainment, Josh helps oversee all aspects of Arsenal Football Club (English Premier League), Colorado Avalanche (NHL), Colorado Mammoth (NLL), Colorado Rapids (MLS), Denver Nuggets (NBA), and the Los Angeles Rams (NFL), along with the various Kroenke media properties and venues such as Altitude Sports, Ball Arena, Emirates Stadium and SoFi Stadium, among others. Kroenke will join CLMBR's existing board of advisors, including Co-Founder of YouTube Chad Hurley, CEO and Founder of 22 Days of Nutrition, Marco Borges and Chairman of The Board for GovX, Dave Alberga.

CLMBR, the innovative and ergonomic vertical climbing machine, is the first vertical climber to feature a large-format touchscreen display with on-demand, instructor-led classes. The patent-pending design has a high-quality build, with an integrated audio system, and a state-of-the-art companion app to display key metrics including vertical feet climbed and workout targets reached.

"We are thrilled to have Odell Beckham Jr. and Josh Kroenke join the CLMBR brand," said Avrum Elmakis, founder and CEO of CLMBR. "Both bring new insights and forward thinking to the team, making them ideal partners to help us tell our story and share CLMBR's benefits."

To learn more about CLMBR, visit www.clmbr.com and lookout for further updates on their official social channels.

ABOUT CLMBR:

CLMBR is an ergonomic and innovative vertical climbing machine. It's the first vertical climber to feature a large-format touch display with on-demand, instructor-led classes. CLMBR's patent-pending design has a high-quality build, a low level of required maintenance, and is easy to move – making it perfect for commercial or at-home use. The machine is beautiful with an open structural design that leaves the user's views unobstructed, supporting a natural athletic posture. It also offers the latest user interface technology and state-of-the-art companion app that provides on-demand climbing classes and displays

key metrics to maximize the user's experience, including climbed vertical feet and the workout targets they have reached. The integrated audio on CLMBR Connected can fill any space, making it feel just like an in-studio climbing class. Unlike traditional fitness machines, CLMBR offers an efficient and effective full-body strength and cardio workout. With its low impact and ergonomic movement, CLMBR is safe for most ages and levels of ability. To purchase and learn more, please visit <https://www.clmbr.com/>.