



Official distribution partner of CLMBR

CLMBR Announces Woodway As An Official Distribution And Sales Partner

CLMBR is planning for a strong 2023 with market launch into the commercial fitness market through a partnership with Woodway

Denver, CO (March 10, 2023) –

CLMBR, a leader in connected fitness, announced its new distribution and sales partnership with Woodway, a global leader in the fitness industry since 1975. CLMBR will be tapping Woodway's extensive sales and distribution as a part of their 2023 commercial market strategy.

Woodway is known as the creator of the slat-belt treadmill and continues to manufacture its design in the United States. Eric Weber, Director of Sales and Marketing, said "Our partnership with CLMBR compliments our diverse product offering to the commercial space – and does so with leading-edge tech and visionary aspiration." Weber continues, "We only make treadmills, so we must provide versatility and comprehensive solutions by finding the right equipment partners. CLMBR's passion and vision to offer something new and change the status quo aligns with who we've been for 40+ years. We're not just a running company. We fundamentally want to help everyone move better – and CLMBR fulfills that promise."

"We're truly excited and honored to partner with such an established and reputable organization. The Woodway team is a perfect compliment to the CLMBR organization and we envision a future where climbing machines are as commonplace as treadmills and spin bikes." said Lindsey Rainwater, Chief Commercial Officer at CLMBR. "I'm excited to work towards our goal of making vertical climbing a part of mainstream fitness. CLMBR has done amazing work with their content and technology to make vertical climbing accessible and approachable. This is something that has been missing from this incredible modality and will serve to help us reach our mission: to get the world climbing!"

CLMBR made a name for itself with their award winning, first-to-market connected vertical climber for the in-home consumer market. CLMBR has since made major strides in popularizing vertical climbing as safe, effective, and efficient full-body strength and cardio workout. CLMBR's on-demand, instructor-led programming, integrated screen, and overall design has made vertical climbing more accessible

and approachable than ever before. Now in partnership with Woodway, CLMBR hopes to make the CLMBR more accessible than ever by adding CLMBR machines to gyms and fitness centers across the US.

With the normalizing of fitness trends, more and more people are returning to gyms as CLMBR finds itself well positioned with a high level of commercial and at-home market opportunity.

For more information on CLMBR, visit www.clmbr.com or follow @CLMBR_Official on Instagram.

For more information on Woodway, visit www.woodway.com or follow @WoodwayTreadmills on Instagram.

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About CLMBR

CLMBR is an 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 design is a high-quality build with a low level of required maintenance. It 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 vertical feet climbed, reach, and power. The integrated audio on CLMBR Connected can fill any space, making it feel just like an in-studio climbing class. Unlike many 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. CLMBR 02 is available directly to consumers on CLMBR.com as well as businesses, including gyms and fitness studios, hotels, and physical therapy facilities. The brand was also recently named a 2022 CES Innovation Award Honoree for CLMBR Connected.

About Woodway

WOODWAY is the creator of the original slat-belt treadmill. Our brand has been synonymous with performance athletics, commercial gyms and studios,

cutting-edge medical science, and world-renowned research institutions. Our patented slat-belt surface is scientifically designed to be better for joints, muscles, and connective tissues than conventional treadmills. The unique design is low-maintenance, highly energy efficient, and rated for 150,000 miles. It's an out-of-this-world experience – indeed, NASA put one on the International Space Station. As a treadmill company, Woodway has logged many miles and worn out many pairs of shoes. The experience of helping others achieve their goals taught Woodway something simple: Exercise is elective, and movement is essential to being human. The diverse product offerings and partnerships allow Woodway to provide comprehensive health and fitness solutions to the North American market. Their products and services strive for one principle: move better, together - it improves lives and the collective human experience.

CLMBR PR CONTACT

press@CLMBR.com

WOODWAY PR CONTACT

info@woodway.com