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Contact: Mark Riedy  
415.302.2923  
mark@trueoverdrive.com

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## **Wahoo Fitness Launches Android App In Google Play Store** *New App Supports TICKR Heart Rate, Speed & Cadence, RPM, and KICKR*

(Atlanta, GA – April 1, 2014) – Wahoo Fitness is now offering an Android app that, for the first time, will allow athletes everywhere to use Wahoo’s range of fitness products with devices that run on Android OS. The release of the new app allows Android users to transform the way they ride, run, and reach their training and fitness goals by harnessing the power and function of their Android powered mobile device. The new app can be [found here](#) in the Google Play Store.

“Over 80 percent of the smartphones shipped around the world run on Android. That’s well over a billion athletes that can now leverage the full power of Wahoo products and sensors to enhance and inspire their workout,” says Chip Hawkins, CEO of Wahoo Fitness. “The most powerful fitness device that most athletes have access to is the smartphone right in their pocket. True to our belief that athletes should have the right to choose, we’re clearly very happy to bring another OS platform to the Wahoo community.”

Android users will be able to combine the app with Wahoo Fitness products and sensors to track heart rate and stride rate data, cycling speed, cadence, and power data for running and cycling activities. With more functionality than GPS watches or dedicated cycling computers, the Wahoo Fitness app and hardware provides everything the Android user needs to stay safe, motivated, and informed while they run, ride or workout. At launch, Wahoo products supported by the Android app include: TICKR, BlueHR, BlueSC, RPM and KICKR trainer. Additional products will be supported in the coming months.

As with iOS, Wahoo has worked to provide third party app support for its devices on the Android platform. At launch, apps including Runtastic Pro, Endmondo, Pear Mobile and iCardio will support the Wahoo Fitness BlueHR and TICKR. More third party apps will be rolled out throughout the year.

The Wahoo Android app will be available for download in the Google Play Store beginning April 1<sup>st</sup>. Users must have a device running Android version 4.3 or newer and that allows *Third Party App Access* to the device’s Bluetooth 4.0 (Smart) Radio.

To request additional information on the Android app as well as all Wahoo products and technology, please contact PR representative Mark Riedy at 415.302.2923 or by email <mailto:mark@trueoverdrive.com>.

For more information on Wahoo Fitness, please visit <http://www.WahooFitness.com>.

About Wahoo Fitness:

Located in Atlanta, GA, Wahoo Fitness connects iOS, Android devices and smartphones to your favorite fitness activities--running, biking, and gym workouts. Wahoo Fitness' award winning products also include its Wahoo Run/Gym Pack, which adds heart rate training to your iPhone, and its Wahoo Bike Case, which simultaneously protects your phone and connects it to the sensors on your bike. For more information on Wahoo Fitness, please visit <http://www.wahoofitness.com>