



FOR IMMEDIATE RELEASE

Frog Fitness Launches New Website, Bringing All-Inclusive Fitness and Health Platform to the Community

Fitness leader unveils new site with e-commerce platform and access to expert fitness and health advice

HOUSTON – June 15, 2016 – Frog Fitness, creators of The Frog total body training device, today announces the launch of its new [website](#). The website features a new e-commerce platform, video gallery, events calendar and blogs with health and training tips from world-renowned fitness experts. Frog Fitness' new site provides consumers with a seamless online shopping experience for purchasing Frog equipment, in addition to acting as an informational resource for the fitness community.

“We’ve focused on making strategic improvements to our company this year, from opening our headquarters to naming Clark Bartram as our president. Our new online presence is the next step in building our brand, while delivering a unique, high-quality product to fitness enthusiasts and athletes,” said Richard Pearce, founder of Frog Fitness. “Due to The Frog’s initial success and the influx of orders, our chief of information and technology, Jesse Perry, and his team worked around the clock to release the new and improved website. It gives consumers a closer look at our team, provides the community with tips for becoming healthier versions of themselves and makes purchasing Frog equipment easier than ever.”

A leader in the fitness industry, Frog Fitness' new website includes resources for both the dedicated Frog user and those looking to begin their fitness journeys. With the new e-commerce platform, consumers can log on and make purchases through an SSL secured environment. Additionally, the newly implemented PayPal credit system allows shoppers to purchase The Frog online with no money down. Once Frog equipment has been purchased, consumers have direct access to downloadable videos, including an assembly guide and tutorials for proper form. The gallery also includes testimonials and videos about The Frog’s involvement in various fitness and sports realms.

To give back to the fitness community, the company launches two new blogs which are featured on the website: [The Frog Pond](#) and [Hoppin’ Happenings](#). The Frog Pond offers workout techniques and healthy lifestyle tips from top experts in the field. Hoppin’ Happenings gives readers a recap on recent fitness events. Frog Fitness also provides consumers an inside look into its team and whereabouts through its new “Meet the Team” feature, events calendar and option to download all recent press releases.

“We’re working to make our company a viable resource for all things fitness,” said Pearce. “Our hope is that the new website will help gym-goers, athletes and fitness professionals of all kinds learn more about the industry, while reaching their personal fitness and health goals.”

Frog Fitness will continue to make additions to the website, including an apparel section and add-on products, a virtual tour of the facility and big-name blog contributors. There are also plans to add an interactive feature for affiliates of Frog Fitness. To learn more about upcoming additions and see the new content, visit <http://www.frogfitness.com/>.



About Frog Fitness:

Frog Fitness is a company dedicated to creating truly unique breakthrough products that allow previously unimagined styles of training and enabling faster more effective total body training. The Frog offers both fitness beginners and professional athletes a revolutionary device that is scientifically proven to work every muscle group in the body simultaneously.

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