Fitbit Wins Prestigious Global Honors for Product Family and Brand

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Company Secures Six Seals of Approval from the Plus X Innovation Award for Technology, Sports and Lifestyle

BONN – June 24, 2016 – Fitbit (NYSE: FIT), the leader in the connected health and fitness market, today received critical acclaim as an industry leader winning the “Most Innovative Brand Of The Year Award” at the annual Plus X Award ceremony. Plus X Award Seals of Approval were awarded to several products in the Fitbit’s family, including Fitbit Surge, Fitbit Blaze, Fitbit Charge HR, Fitbit Flex and Fitbit Zip activity trackers, as well as the Aria Wi-Fi Smart Scale – all recognized for innovative technology, extraordinary design and easy-to-use functionality. A part of the Fitbit® platform – consisting of devices, apps, social and motivational features, advice and personalized coaching – these products help people make behavioural changes to be more active, exercise more, eat smarter, track their sleep and manage their weight.

“Our mission has always been to empower and motivate people to lead healthier and more active lives with information, insights and guidance to help them reach their wellness goals,” said Woody Scal, Chief Business Officer at Fitbit. “We regularly hear stories about how Fitbit devices change peoples’ lives around the globe, so we are proud to be recognized with the Plus X Award for the quality of our products across the entire Fitbit family.”

The coveted Seal of Approval was bestowed upon the following Fitbit products:

- Fitbit Surge, Fitbit Blaze, Fitbit Charge HR and the Fitbit Aria Wi-Fi Smart Scale were each praised for their design, functionality, high quality, innovation and user comfort
- Fitbit Flex was honoured for its functionality, high quality, innovation and user comfort
- Fitbit Zip was highlighted for its functionality, high quality and user comfort
About Plus X Award

With an international and independent panel of judges from 26 industries, 23 strategic partners and more than 600 participating international brands, the Plus X Award is the world's largest innovation award for technology, sports and lifestyle. Plus X Award Seals of Approval are awarded to those products that possess at least one "Plus X" factor. Awards are given for new and innovative technologies, extraordinary design and intelligent, easy to use operating systems. Criteria such as outstanding ergonomic and ecological features, along with the use of high quality materials and sustainable products with long lasting value are also honoured by the Plus X Award. The innovation award was initiated to strengthen brands, trade and commerce and support consumers in their purchasing decisions.

About Fitbit, Inc. (NYSE: FIT)

Fitbit helps people lead healthier, more active lives by empowering them with data, inspiration and guidance to reach their goals. As the leader in the connected health and fitness category, Fitbit designs products and experiences that track everyday health and fitness. Fitbit’s diverse line of award-winning products includes Fitbit Surge, Fitbit Blaze, Fitbit Charge HR, Alta, Fitbit Charge, Fitbit Flex, Fitbit One and Fitbit Zip activity trackers, as well as the Aria Wi-Fi Smart Scale. Fitbit products are carried in 50,000 retail stores and in 63 countries around the globe.

Fitbit, the Fitbit logo, Fitbit Surge, Fitbit Blaze, Fitbit Charge HR, Alta, Fitbit Charge, Fitbit Flex, Fitbit One, Fitbit Zip, and Aria are trademarks, service marks and/or registered trademarks of Fitbit in the United States and in other countries. All other trademarks, service marks, and product names used herein are the property of their respective owners.

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