



OSTEO
STRONG®

PRESS KIT

WHO WE ARE

WHEN YOUR VALUES ALIGN, POWERFUL CHANGE HAPPENS.

AT OSTEOSTRONG WE ARE DRIVEN BY A SHARED COMMITMENT TO VALUES - the kind that spark transformation and make us all become better versions of ourselves. This culture permeates through everyone in our family, from our corporate team and owners to members around the world.

We are passionate about helping people change their lives. We strive for excellence in our business model and product.

OsteoStrong delivers the highest level of physical capability and freedom through innovation, accessibility, and customer service built upon a raving fan culture.

LEADERSHIP

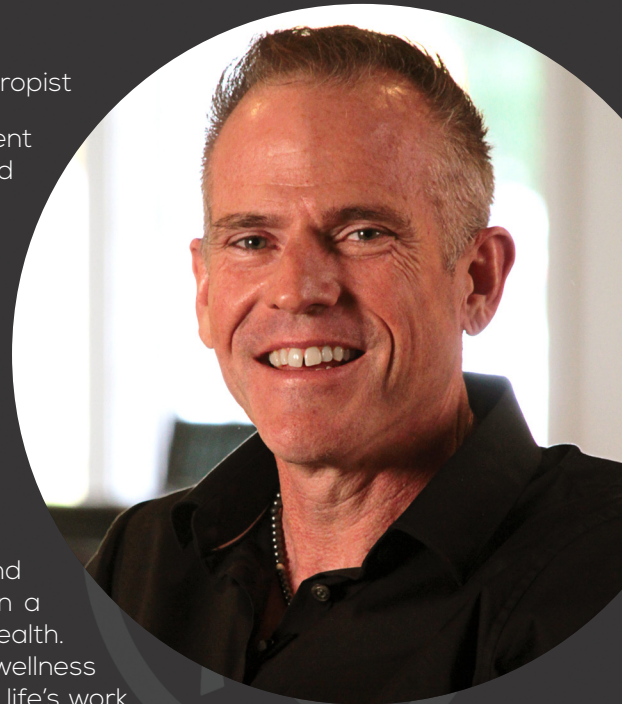
Kyle Zagrodzky - Founder & CEO

Husband - Father of three - Entrepreneur - Speaker - Author - Philanthropist

Speaking on stages around the world, Kyle is best known for his frequent presence at Tony Robbins' events where he presents on bio-hacking and OsteoStrong. Kyle brings together many different experiences across several industries, earning a strong reputation in mid and C-level executive team development, strategic planning, manufacturing, marketing, professional sales, software development, education systems, publishing, and business coaching.

A serial entrepreneur, Kyle has more than 30 years' experience funding and launching a multitude of businesses with great success. Kyle leveraged his first business, an auctioning company, in order to pay for his university education, he later went on to master real estate investing and developed a globally deployed software system.

In 2012 Kyle set out on a new journey. It was with gratitude, vision and a deep sense of purpose to help others that he became involved in a movement to change the way people age and care for their skeletal health. Founding and developing OsteoStrong into one of the world's leading wellness franchises has, along with being a husband and father, become Kyle's life's work. You'll find Kyle and family traveling around the world bringing his vision to life.



Jimmy Youngblood - President

It was during Jimmy Youngblood's twenty-plus years of experience in global marketing, high-tech software development, strategic consulting, finance, and global team management, he developed the finely tuned, highly dynamic, results-driven, yet heart-centered leadership style that has been instrumental in transforming OsteoStrong into one of the fastest-growing international franchises in the 4.5 trillion dollar wellness space.

In the years leading up to joining Kyle Zagrodzky in the global expansion of OsteoStrong, Jimmy led his teams in the creation of over half a billion dollars of direct value to these companies through technology, product, and service expertise. A proven leader with an established record of success at both global multinational companies and high-tech start-ups, Jimmy believes success comes from a passion for excellence, high regard for your team, loyalty to your values, and never, ever losing sight of what the data tells you.



WHAT IS OSTEOSTRONG?

OsteoStrong is a membership-based Integrative Health and Wellness Center with a focus on Musculoskeletal Strength Conditioning.

Never before has there been a program so universally effective in helping people across all spectrums - from those struggling with severe bone density issues to athletes looking to magnify the results of their training. It takes less than ten minutes, once a week.

OsteoStrong uses Spectrum, a Robotic Musculoskeletal Development System (RMDS) to deliver unprecedented results. Under the direction of a skilled technician, users engage in a brief, precisely controlled movement on each device that results in a stimulus to the central nervous system triggering osteogenesis or new bone growth. Each device provides instant biofeedback with a member's impact emulation force exertion measured in multiples of body weight. Data is recorded and a report is sent to the member detailing their progress at the conclusion of each session.

WHY IT WORKS

The greatest effect on bone strength and health is the result of high-impact activity, and hundreds of studies have confirmed this, even identifying the minimum dose of force required through bone as being over 4 times bodyweight in the hip joint [1-3]. As adults, impact becomes associated with injury therefore adults intentionally avoid impact and thus even those who engage in exercise often fail to maintain bone health. OsteoStrong emulates high impact, so that people can get the benefit of impact without the associated risks, providing a physical medicine option without side effects.

Research Citations:

- 1- Individuals over the age of 64 are unable to achieve the osteogenic minimum dose response levels of higher impact forces being, 4.2 multiples of bodyweight through Activity based impact. — Tobias, J. H. (2014). Physical activity and bone: may the force be with you. *Frontiers in endocrinology*, 5, 20.
- 2- Hip joint affixed accelerometer data cross-referenced with bone turnover marker analysis indicates 4.2 G forces as the minimum dose response for osteogenesis via high-impact type activity. — Deere, K., Sayers, A., Rittweger, J., & Tobias, J. H. (2012). Habitual levels of high, but not moderate or low, impact activity are positively related to hip BMD and geometry: results from a population based study of adolescents. *Journal of bone and mineral research*, 27(9), 1887-1895.
- 3- In world-class skiers weightbearing bones were 10-60% stronger than those of the normally active men. Skiers at this level are known to absorb beyond 4G forces. — Nikander, R. Sievanen, H. Heinonen, A. Karstila, T. and Kannus, P. (2008). Load- specific differences in the structure of femoral neck and tibia between world-class moguls skiers and slalom skiers. *Scandinavian Journal of Medicine & Science in Sports*, 18, 145-153.



WE ARE OSTEOSTRONG



“As a clinician whose practice focuses on prevention, **I rely heavily on OsteoStrong for maintenance and recovery of bone mineral density in my patients.** The method is clinically proven, easy to apply and, most importantly, takes range of motion off the table of my elderly patients for whom weight bearing exercise is otherwise difficult or impossible.

Charles Guglin,
MD, F.A.C.S.



“**As an athlete my performance has improved** and as an individual my lifestyle has improved.

Jamal James Hill,
Pro Swimmer on Team USA Paralympics



Kirstin's bone density improved 18% in nine months

“**I highly recommend OsteoStrong,** it's been amazing.

Kristin,
OsteoStrong Member - Chicago, IL



“**OsteoStrong works!** This will keep me performing at my highest level now- and even into my 50s, 60s, and 70s!

Jeff Salzenstein,
Former Professional Tennis Player



After four months Edy's bone density increased more than 7% on her DEXA Scan.

“**This is a radical improvement** in a tiny period of time.

Edy Seaver,
OsteoStrong Member - Los Angeles, CA

WHAT'S THE BUZZ?



THESE ARE THE BIGGEST FITNESS TRENDS OF 2020

DAVID SMIEDT ~ JANUARY 20, 2020

The most common illness resulting from bone density issues is osteoporosis but many men are still in denial about it. According to Osteoporosis Australia, 25% of people with the condition are men. In fact, we are more likely to get it than prostate cancer.

THIS IS WHERE STUDIOS LIKE OSTEOSTRONG COME IN. Unlike your standard gym gear, there are no weight stacks and the handlebars barely move during the 30 seconds of all out effort required at each station. That said, the biometrics are closely monitored and the entire workout lasts two minutes of cumulative time.



FITNESS TRENDS FOR 2020: STRETCHING LABS AND BONE-DENSITY TRAINING

ROY M WALLACK ~ DECEMBER 27, 2019

Thinning bones and constricted muscles and joints impact health, longevity and athletic performance, but addressing them usually falls between the cracks of regular exercise training. That has presented opportunities for **NEW FRANCHISE OPERATIONS SUCH AS OSTEOSTRONG, WHICH IN THE LAST FEW YEARS HAVE EMERGED AS KEY PLAYER[S] ON THE FITNESS SCENE, WHERE FLEXIBILITY AND STRENGTH-TRAINING PROGRAMS CONTINUE TO DOMINATE.**



StarTribune

WANT BETTER BONES? SKELETAL STRENGTH IS THE AIM AT NEW EDEN PRAIRIE GYM

CONNIE NELSON ~ APRIL 1, 2019

OsteoStrong promises a "sweat-free," "painless" way to strengthen your skeletal system. What it is: A form of osteogenic loading, which is designed to improve bone density, strength, balance and posture without impact. **IT USES SPECIAL MACHINES TO PROVIDE A SHORT BUT INTENSE WORKOUT DESIGNED TO BENEFIT YOUR BONES.**



OSTEOSTRONG CLAIMS TO STRENGTHEN BONES IN 10 MINUTES WITH HIGH-TECH MACHINES

EMILY SOWA & JOHN SPREI ~ MAY 8, 2019

FLATIRON, Manhattan (WABC) -- Would you commit to a 10 minute, no-sweat workout? **THEN OSTEOSTRONG MAY BE FOR YOU!**

WebbOnTheFly.com



LET'S GET OSTEOSTRONG

SUPERMODEL VERONICA WEBB ~ OCTOBER 19, 2019

"Bone loss! You can't be serious?" That was my reaction when my doctor made the diagnosis of 1% bone loss due to age-related osteoporosis.

MY FASHIONISTA FRIENDS, I WOULD BE REMISS IF I DIDN'T TELL YOU THIS POWERHOUSE WORKOUT TAKES 10 TO 15 MINUTES, DONE ONCE A WEEK. STAY WITH ME NOW, YOU CAN DO THIS WORKOUT CIRCUIT WITH NO NEED TO WORRY ABOUT SWEATING OUT YOUR HAIR, MAKE-UP, OR YOUR WORKOUT OUTFIT.

MEDIA CONTACT

Michael Palermo and Christine Moffatt

marketing@osteostrong.me

- Interview and general media requests
- High-resolution photos
- Special events
- Expert resources on:
 - How OsteoStrong changes lives
 - Fast-growing fitness franchise
 - Biohacking
 - Osteogenic loading
 - Skeletal strengthening
 - Own your own OsteoStrong franchise
 - The science behind OsteoStrong
 - Excess post-exercise oxygen consumption (EPOC)
 - Testimonial stories from real people

