



## Misfit's Flash Link: More Powerful At a Lower Price

BURLINGAME, CA July 16, 2015—Today Misfit, makers of Shine and Flash Fitness and Sleep Monitors, announces Misfit Link, a new software experience that makes Flash an even more powerful tool to control and connect with the world around you.

The new Misfit Link app lets you use any Flash to take a selfie with your phone camera app or Snapchat; control your music with Spotify, Pandora, and more; or advance slides in a presentation. Additional functionality is coming soon, including IFTTT and Logitech Harmony integrations. The iOS app is available for download now; an Android version will be released next month.

Misfit is also unveiling a new hardware offering: Flash Link, an easy to use activity tracker and smart button compatible with the Misfit Link app with a suggested retail price of \$19.99. At this price, Flash Link is the lowest-priced multifunctional and modular wearable product on the market.

Misfit Flash Link is available now on [misfit.com](http://misfit.com) and includes the tracker / smart button device and a companion clip so you can wear it anywhere. In addition to announcing Flash Link and the Misfit Link app, the Company is now making Shine and Flash available for \$69.99 and \$29.99, respectively.

“We’re focused on making products everyone can use. Flash Link is not just a more affordable wearable, it’s a more powerful one,” said Tim Golnik, Misfit’s Vice President of Product and Design.

Flash Link will be available later this quarter in retail locations worldwide.

### About Flash Link

Flash Link is an easy-to-use activity tracker and smart button. A low priced, modular, and multi-functional wearable, Flash Link gives users even more ways to connect with the world around them. Use any Flash or Flash Link with the Misfit Link app to take a selfie, control your music (pause, play, skip songs, adjust the volume), or advance slides in a presentation.

### About Misfit

Misfit invents and manufactures wearable and smart home products. The Company was founded in 2011 by Sonny Vu with John Sculley, the former CEO of Apple and Pepsi, and Sridhar Iyengar, co-founder and former CTO of AgaMatrix.

Misfit product images and videos: <http://www.misfit.com/media>

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Media contact:

Amy Puliafito

[apuliafito@misfit.com](mailto:apuliafito@misfit.com)