



Misfit Partners with Oscar Insurance Corporation to Provide All Members with a Free Activity Tracker

BURLINGAME, CA December 8, 2014 - Misfit, makers of wearable and smart home products, today announced a partnership with Oscar, the first of its kind health insurer.

Oscar will provide its members with a free Misfit Flash, a fitness and sleep monitor that tracks steps, calories, distance, sleep quality and duration, and even tracks cycling and swimming. Oscar members can order a free Misfit Flash through the Oscar app.

Oscar will provide financial incentives to encourage people to stay active throughout the day by walking—members can earn \$1 a day when they reach their daily step goals up to \$20 a month or \$240 a year. Oscar members will be able to track their own health and transmit this information seamlessly to their medical timelines on Oscar's mobile app.

Both Oscar and Misfit have Founders Fund as investors.

About Flash

Crafted out of a special soft-touch plastic, Misfit Flash is a fitness and sleep monitor that is comfortable, durable, waterproof to 30 meters, and fit for even the toughest uses. Like Shine, Flash never requires charging and can be worn virtually anywhere—on a user's wrist, pants, shirt, shoes, lapel, or even on a keychain. Flash automatically measures steps, calories, distance, sleep quality and duration, and even tracks cycling and swimming. The entire front of Flash is a button; to check your progress toward your daily activity goal and the time of day, simply press it. Flash syncs wirelessly with the Misfit App on iOS and Android phones.

About Misfit

Misfit invents and manufactures great 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.

About Oscar

Oscar is a new kind of health insurance company, designed to put people first. Through a high-tech, data-driven approach, easy-to-understand language and a unique set of benefits, Oscar is drastically changing the way we think about and interact with our health insurance. Founded in 2012, Oscar makes health insurance simple, transparent and human.

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