



Misfit Launches Developer Toolkit, Announces 30+ Partners

BURLINGAME, CA September 4, 2014-- Misfit, makers of Shine, an elegant fitness and sleep monitor, today announced the Misfit Developer Toolkit and over 30 active partners who are integrating Misfit's activity and sleep tracking capability into their product offerings. Third-party developers can now leverage a suite of tools to enhance their products with these features.

Misfit is now compatible with a wide range of digital health and fitness tracking apps, including leading food tracking and weight loss application Lose It!, exercise mapping apps RunKeeper and MapMyFitness, and automation service IFTTT. These integrations combine Misfit's activity and sleep tracking experience with the very best in food and fitness tracking, planning, and analysis.

Misfit is also introducing new corporate partners using its API to bring Shine's seamless fitness and sleep tracking to an even broader audience. The Coca-Cola Company has made Shine an integral part of its employee Well-being Program. Misfit users also will have access to the Walgreens Balance® Rewards for healthy choices program, which lets customers earn points when they track their activity with Shine.

The Misfit Developer Toolkit now includes multiple integration options:

- **Misfit Cloud API:** enables users to access their Misfit data through third party applications
- **Misfit Device SDK:** allows direct connection and sync capability with Misfit hardware
- **Misfit Scientific Library:** allows access to Misfit's proprietary sensor algorithms and analytics for software and hardware product makers

To get access to the Misfit Developer Toolkit, contact build@misfit.com or visit <http://build.misfit.com/>.

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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