



Dear Active&Fit Direct Client:

Our world has certainly been turned upside down by COVID-19 in the past few weeks. The **Active&Fit Direct™ program is committed to supporting our Clients and Enrollees. We have two important announcements as follows:**

First Announcement Regarding our Price Increase:

We, at Active&Fit Direct could not have picked a worse time for our recent price increase announcement. **As such, we will not implement the increase in the Active&Fit Direct Enrollment and Monthly Fees that was announced for July 1, 2020.** The pricing for Active&Fit Direct will continue to be \$25.00 as it has been since our launch on July 1, 2017. We will postpone this change in pricing until January 1, 2021 with an assumption that the current circumstances with COVID-19 will markedly improve later this year.

Second Announcement: Active&Fit Direct's response to the COVID-19 Crisis:

The Active&Fit Direct program currently has Enrollees using the Online Fitness on Demand program and Connected programs. We have other Enrollees using fitness centers in some states where it may be considered appropriate. We have Enrollees who are waiting eagerly for us to turn a corner with the COVID-19 challenge and be able to start exercising again. We have some new clients that are moving ahead with implementing the Active&Fit Direct program for their members or employees in the next 30-60 days. We have Clients who are beginning promotional campaigns to their members or employees in April or May promoting the Active&Fit Direct program with a focus on our At-Home Program which includes:

- Online Fitness on-Demand exercise classes;
- Weekly Emails stressing Home exercise;
- Robust online library for exercise, nutrition and Healthy Living, and;
- Connected! programs which provide connection with over 250 Mobile Apps and Wireless Mobile Devices to track activity.

Some members believe it is a short-term issue. Others believe it is a long-term issue. In other words, there has been a widely varied response to the current COVID-19 crisis. We are supporting our Clients and Enrollees during this time.

We will immediately provide the opportunity for Active&Fit Direct Enrollees to remain enrolled in the Active&Fit Direct program and register for Financial Credits. If an Enrollee continues with the Active&Fit Direct program and registers for Financial Credits, they will receive a \$25.00 Financial Credit for each calendar month that they do not use an Active&Fit Direct Participating Fitness Center between now and May 31st. Credit for April will be applied at the end of May. Credit for May will be applied at the end of June, assuming the enrollee cannot access their fitness center in either month.

The Financial Credit option will be offered at the time an Enrollee expresses the intent to cancel their membership online or by contacting our call center. The benefits of remaining enrolled in the Active&Fit Direct program will include the following:

- **The Enrollee will Receive a Financial Credit of \$25 if they Cannot Access a Participating Fitness Center:** By continuing their Active&Fit Direct Subscription, the Active&Fit Direct program will provide a Financial Credit of \$25 for each calendar month that the Enrollee cannot access a fitness center due to COVID-19 between now and May 31st. Once the fitness centers reopen, the Enrollee can simply access the fitness center and resume their exercise program. Active&Fit Direct will automatically apply any applicable Financial Credits to their fees for the ensuing month(s).
- **By Registering For Financial Credits, the Enrollee Has Easy Access to Start back at their Fitness Center Later:** Their membership with their chosen Active&Fit Direct Fitness Center remains in effect during this period. The Enrollee does not need to terminate their Active&Fit Direct enrollment or notify the fitness center. This will permit Enrollees to immediately access their fitness center once it re-opens without disruption.
- **Registering for Financial Credits Prevents Termination from Active&Fit Direct and any Re-Enrollment Fees:** The Enrollee will not be subject to a new Active&Fit Direct Enrollment Fee if they continue their current coverage uninterrupted. If the Active&Fit Direct Enrollee terminates their current membership, they will be subject to an enrollment fee when they re-enroll.
- **The Enrollee can Continue to Access our At-Home Fitness programs, including our Online Fitness On-Demand Exercise Videos:** Every Active&Fit Direct Enrollee will have continued access to the Active&Fit Direct program features including our Online Fitness On-Demand exercise videos and Connected! fitness activity tracking to support their At-Home or neighborhood fitness programs.
- **ASH Can Reassure the Active&Fit Direct Fitness Centers that We Are Maintaining Enrollee Memberships:** We can assure participating Fitness Centers that Active&Fit Direct Enrollees have continued their membership as part of their business recovery efforts.

In addition to the value provided above with continuing their Active&Fit Direct subscription, we will also be promoting the At-Home Fitness programs including our Online Fitness on-Demand exercise classes and other focused messages to Active&Fit Direct Enrollees on a weekly basis to encourage at-home or neighborhood-based exercise. An example of this promotional effort is attached for reference.

In closing, we want to reiterate our appreciation to you for offering the Active&Fit Direct program to your members or employees and are deeply committed to highlighting the value of their continued membership under the challenging circumstances the nation is dealing with.

We are also here to address any questions you may have by calling 1-866-598-2746. An Active&Fit Direct Client Services Associate is available to address your inquiries.



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