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Groupon Gets in Shape with Fitness Icon "Body by Jake"

Jake's Top Picks for His Favorite Fitness and Wellness Products on Groupon Goods

CHICAGO--(BUSINESS WIRE)-- Groupon (www.groupon.com) has partnered with Jake "Body by Jake" Steinfeld to offer his recommendations for premier fitness products on Groupon Goods. Launching today and boasting Jake's seal of approval, the series includes items such as a corebody reformer for six pack abs, Warrior Footwear for ultimate comfort in or out of the gym and recovery equipment from Trigger Point. The entire collection can be found at <http://www.groupon.com/occasion/gg-body-by-jake>.

Groupon will also be releasing a series of videos highlighting Jake's fitness picks and launching a week-long campaign on [Facebook](#) and [Twitter](#) with product giveaways. Jake is also taking fitness questions on Groupon's Twitter handle ([@Groupon](#)) on 1/28 @ 11AM PST (1PM CST) and phone calls at 12 PM PST (2PM CST). Anyone can give Jake a call at (213) 792-2608.

Top products featured in the Groupon Goods fitness picks include:

- [TRX Home Suspension Training Kit](#)
- [Warrior Shoes - Prequel](#)
- [Warrior Shoes - DOJO](#)
- [Trigger Point - Mini Foam Roller](#)
- [Trigger Point - Cold Roller](#)
- [Nautilus - Corebody Reformer](#)
- [Perfect Fitness Ab Carver + Free Core Ball](#)

"I've dedicated my life to making people look and feel great. This collection includes some of my favorite fitness brands and they are the perfect way for anyone to kick off their fitness and wellness routine," said Jake Steinfeld. "My motto is Don't Quit! With my favorite picks people have the right equipment, the right tools and the right motivation. These products we're featuring are geared towards all fitness levels - whether a beginner or a seasoned pro I'm going to make 2014 the year to succeed!"

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[About Jake Steinfeld and Body By Jake](#)

Jake Steinfeld is one of the fitness industry's reigning icons. A street-smart entrepreneur responsible for creating the personal fitness training industry, Jake continues to develop successful products, businesses, and brands through Body by Jake Global. He created FitTV the first 24 hour fitness network which he later sold to NewsCorp and also created FitOrbit an affordable online digital platform that connects users to real live personal trainers. He partnered with Universal Music Group to launch the fitness music label called Body by Jake Music featuring compilations and music tracks by some of today's hottest artists and in-demand producers, DJ's, and mixers. He served as Chairman of the California Governor's Council on Physical Fitness and Sports under Governor Schwarzenegger and Governor Brown, with the mission of establishing California as the nation's first "Fitness State." He is now the Chairman of the National Foundation for Governors' Fitness Councils. Jake is also the founder of Major League Lacrosse (MLL), the nation's first professional outdoor lacrosse league, which is entering its 14th season. A NY Times and Wall Street Journal bestselling author, his recent publication is *Take A Shot* the remarkable story of perseverance, friendship, and a really crazy adventure about the formation of the MLL. With his "Don't Quit!" attitude, Jake continues to fight obesity utilizing practical user-friendly solutions for all Americans. To learn more, visit www.bodybyjake.com

About Groupon

Groupon (NASDAQ: GRPN) is a global leader of local commerce and the place you start when you want to buy just about anything, anytime, anywhere. By leveraging the company's global relationships and scale, Groupon offers consumers a vast marketplace of unbeatable deals all over the world. Shoppers discover the best a city has to offer on the web or on mobile with Groupon Local, enjoy vacations with Groupon Getaways, and find a curated selection of electronics, fashion, home furnishings and more with Groupon Goods.

Groupon is redefining how traditional small businesses attract, retain and interact with customers by providing merchants with a suite of products and services, including customizable deal campaigns, credit card payment processing capabilities, and point-of-sale solutions that help businesses grow and operate more effectively. To search for great deals or subscribe to Groupon emails, visit www.Groupon.com. To download Groupon's five-star mobile apps, visit www.groupon.com/mobile. To learn more about the company's merchant solutions and how to work with Groupon, visit www.GrouponWorks.com.

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