

MADISON AREA
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NEWS RELEASE

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FOR IMMEDIATE RELEASE

November 21, 2016

CrossFit Inc. Announces New Location for 2017 Reebok CrossFit Games

Scotts Valley, California, Nov. 20, 2016—The 2017 Reebok CrossFit Games will be held at the Alliant Energy Center in Madison, Wisconsin. After seven years at the StubHub Center in Carson, California, the Games will move to a new location for the next three years.

The CrossFit Games have evolved from a small gathering celebrating the Sport of Fitness to an internationally renowned, sold out professional sport. Each year, the Games tests competitors with new and unseen challenges in route to declaring the Fittest on Earth.

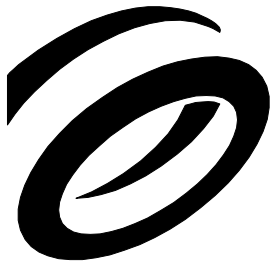
10 years ago, 70 athletes representing the only 250 CrossFit gyms in existence gathered at a ranch in Aromas, California, gathered at the inaugural CrossFit Games. The Games would spend the next three years growing attendance at the Ranch. In 2010, athlete participation and spectator attendance forced the event to move to a larger multi-use sports venue. CrossFit chose the StubHub Center, which features an 8,000 seat tennis stadium and is home to Major League Soccer's LA Galaxy, in Carson, California.

The following year, CrossFit signed deals with Reebok and ESPN which brought millions in prize money and international media coverage of the competition. As competition and exposure increased, so has attendance. The CrossFit Games have needed to add 4,000 additional temporary seats to increase capacity, and have posted sell-out crowds for the last 5 years.

Approaching its 10th anniversary, CrossFit elected to post a national Request for Proposals (RFP) for a future host site. CrossFit received interest from more than 100 cities desiring to host the CrossFit Games. Ultimately, CrossFit chose Madison, Wisconsin.

"The CrossFit Games is more than just good sport, it's a destination event for the entire fitness community worldwide. We received dozens of very competitive bids from great cities." said Justin Bergh, General Manager of the CrossFit Games. "After months of reviews, interviews and visits, we are very excited to create a whole new experience for our fans in Madison. They're a great town that already identifies with fitness, and we're excited to work with the city, sports commission and local community to build something special."

In response to CrossFit's acceptance of their bid, Deb Archer, President and CEO of the Madison Area Sports Commission and Greater Madison Convention & Visitors Bureau, said, *"We are excited CrossFit has selected Madison as the new host of the Games. We are honored Madison is the first destination outside of California to host CrossFit's international championship. We believe our community is an ideal fit for this competition of fitness excellence. Madison's vast recreational assets and active, sports-minded community are the perfect backdrop for this test of fitness"*



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greatness. We know Madison will deliver an incredible experience and warm Midwestern welcome to all CrossFit participants, their supporters and fans."

CrossFit has signed on for three years at the entertainment venue, the Alliant Energy Center, which comprises a 164-acre multi-building complex. *"What an exciting time for Dane County and Alliant Energy Center,"* said Dane County Executive Joe Parisi. *"It's a privilege to be the new home of the CrossFit Games. Alliant Energy Center is a natural fit for this global event and we are looking forward to welcoming all the participants and attendees to our campus,"* said Parisi.

CrossFit will release ticket information in early spring 2017, but those interested in attending can look into hotel accommodations now at crossfithotels.com.

About CrossFit:

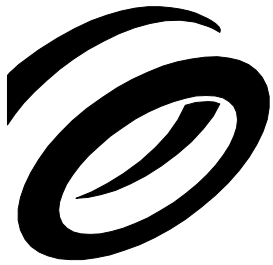
CrossFit Inc. is the developer and provider of the CrossFit® Fitness Program and a recognized worldwide leader in functional fitness. Founded by Greg Glassman and built on the foundations of constantly varied, high intensity functional movements, education and collaborative competition, CrossFit brand workouts develop strength and fitness while cultivating community and camaraderie in each of the more than 12,000 affiliated gyms in CrossFit's global network. CrossFit Inc. is a leading accredited certificate issuer for physical training professionals worldwide and offers specialty certificate programs in addition to its core curriculum. CrossFit Inc. publishes the CrossFit Journal, promotes physical and cognitive health and fitness through the CrossFit Kids Foundation, and created and operates the CrossFit Games, an annual competition where elite athletes compete to be named the Fittest on Earth™. To learn more, visit www.CrossFit.com, Games.CrossFit.com, [Facebook.com/CrossFit](https://www.facebook.com/CrossFit) or <http://www.youtube.com/CrossFitHQ>.

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About the Madison Area Sports Commission:

The Madison Area Sports Commission (MASC) is the greater Madison area's official sports marketing organization. Launched by the Greater Madison Convention & Visitors Bureau in 2010, MASC is charged with elevating the recognition and awareness of the impact of sports tourism on the regional economy while serving the unique needs of the sports tourism business. For more information about the organization, visit madisonsports.org.

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About the Alliant Energy Center:

The Alliant Energy Center of Dane County is located in beautiful Madison, Wisconsin and serves as a multi-building entertainment venue for expositions, conventions, conferences, meetings, banquets, consumer shows, outdoor events, concerts, sporting events, and much more. The campus encompasses 164 acres and features Veterans Memorial Coliseum, Exhibition Hall, Willow Island, the New Holland Pavilions, and the Arena Building. The Alliant Energy Center hosts over 500 events a year and offers its customers supreme on-site amenities including ample parking with 5,800 paved and lit parking spaces, a full range of audio-visual equipment, high speed internet connections, and experienced staff.