

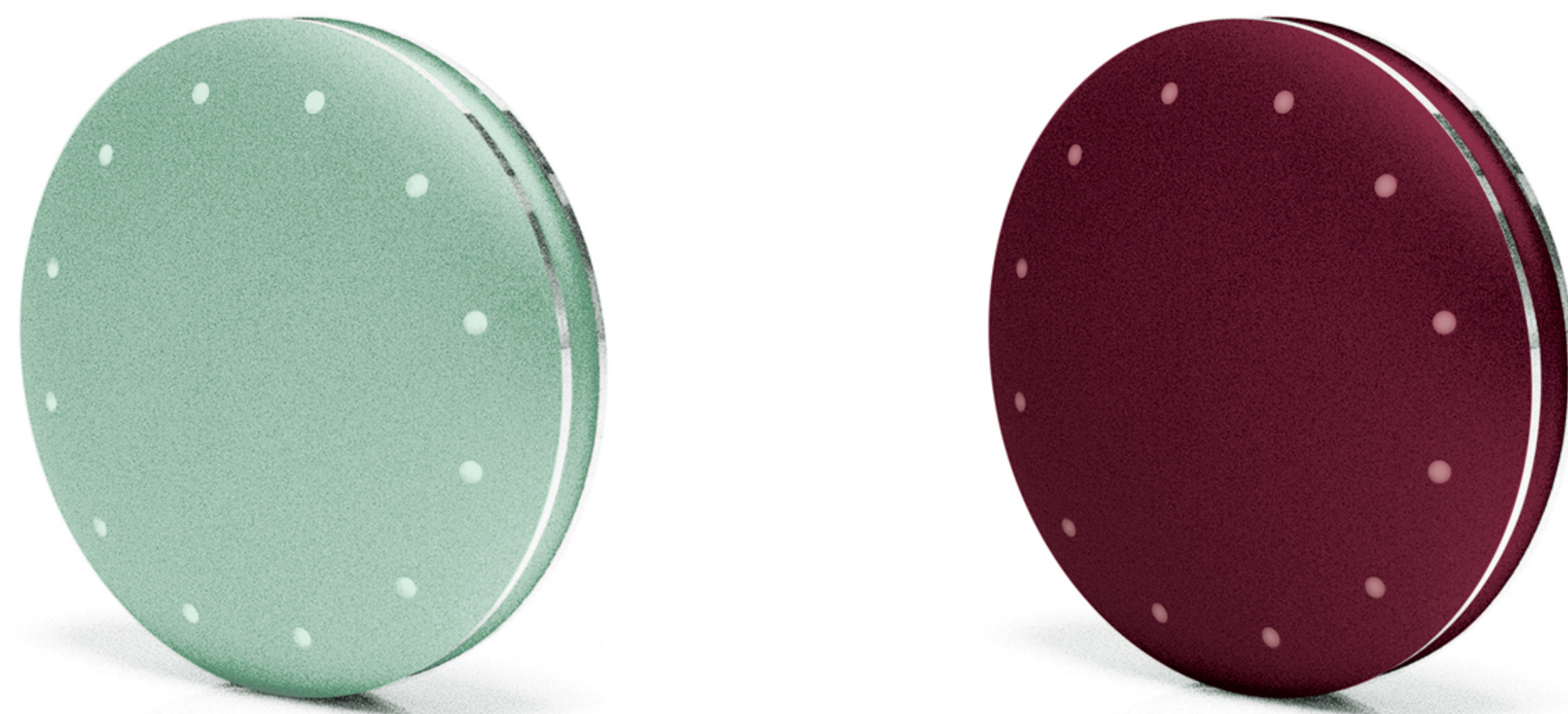


Shine in Even More Colors: Introducing Wine & Sea Glass, Only at Target

REDWOOD CITY, CA May 15, 2014—Misfit, makers of Shine, an elegant activity monitor you can wear anywhere, is introducing two new colors to the Shine family—Wine and Sea Glass. These new hues will be available only at Target stores nationwide and target.com starting on May 18th.

Wine is a sultry maroon and tastefully pairs with any look, casual or comfortable.

Sea Glass is a refreshing jade, reminiscent of smooth sea glass found on ocean shores, and looks great with a summer sundress or board shorts.



Shine for any occasion with more color options. Visit your nearest Target store or target.com now to get your very own, available for \$99.99.

About Shine

Shine is the elegant activity and sleep tracker that you can wear anywhere and inspires you to live an active life.

About Misfit

Misfit Wearables invents and manufactures highly wearable and ambient computing 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 CTO of AgaMatrix.

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