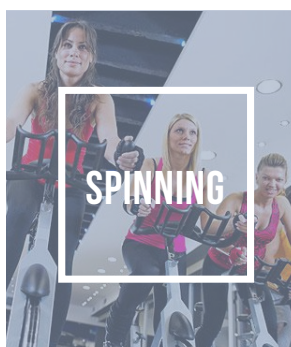


FITROWSM



FITRowSM: The 5 in 1 fitness experience

The FITRow offering provides retailers, fitness studios, and other health concepts a unique and attractive space that brings fitness-minded individuals together to nourish their health and fitness, while enjoying FITRowSM branded events, and learning about other tenants' products and services.

Your Concepts. One Unique Opportunity.

FITRowSM is the perfect fit for your retail/health/fitness concept with an emphasis on health, fun, and personalized services.

Assembly Row is offering a unique one-stop health focused collaborative fitness concept: The 5 in 1 fitness experience. Join the movement and experience the benefits of having 5 fitness studios with independent health and fitness concepts, an accompanying juice bar, and the power of the FITRowSM and Assembly Row[®] brands all in one location.

- Built in audience with 5000+ office workers, 1200+ residents and more on the way
- Steps from Assembly T Station
- Access to businesses at Assembly Row
- Miles of walking, biking, and running paths
- Dedicated FITRowSM programming available for outdoor group fitness/networking including:
 - Pre/post class seminars and socials
 - Private fitness events
 - Nutrition and health seminars and socials
- Annual FITRowSM Expo to support businesses
- Dedicated FITRowSM page on assemblyrow.com
- Promotion through Assembly Row's social channels 27K+ followers on Facebook, 3k+ on Instagram and 3k+ on Twitter
- On-Site signage support
- eNewsletter support to reach residents and merchants with an average reach of 16,000 people via email
- Collaboration opportunities between FITRowSM businesses with support of Assembly Row Marketing

JOIN THE MOVEMENT TODAY

FOR LEASING AND EVENT OPPORTUNITIES INQUIRE TODAY!

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