

# EXHIBIT 14

11/18/2020 9:00:44 AM

<https://blog.fitbit.com/get-to-know-the-new-fitbit-cardio-fitness-level-feature/>

Get a Clear Snapshot of Your Fitn x +

← → ↻ 🏠 [blog.fitbit.com/get-to-know-the-new-fitbit-cardio-fitness-level-feature/](https://blog.fitbit.com/get-to-know-the-new-fitbit-cardio-fitness-level-feature/)

Apps FTP Relativity Westlaw Lexis® Docket Navigator Bluebook Pacer Google



VIEW CATEGORIES

FITBIT NEWS

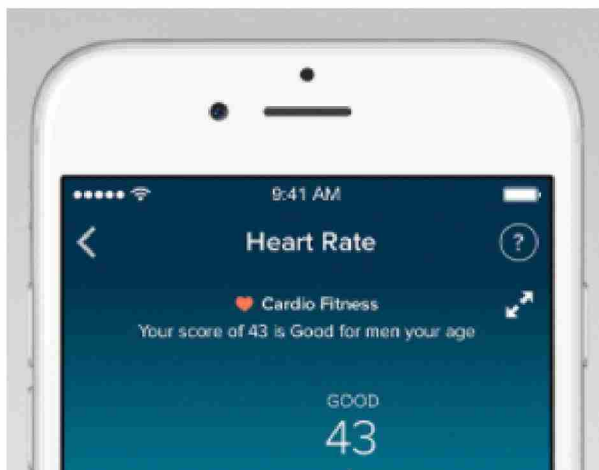
# Get a Clear Snapshot of Your Fitness with the New Fitbit Cardio Fitness Level

BY FITBIT STAFF



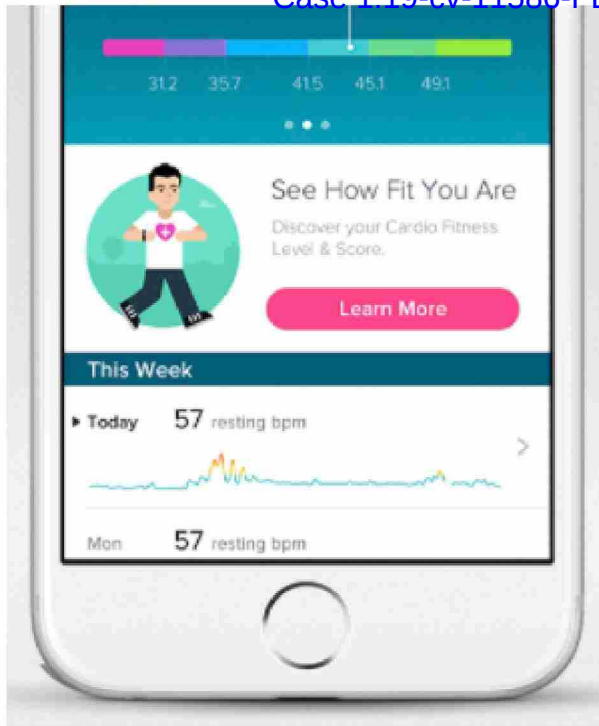


Anyone who has ever set a goal to “get fit” knows the road is filled with small changes and hurdles. Understanding how all of those little steps and climbs add up can be part of the challenge. Maybe hitting your daily step goal more regularly, clocking more activity time at the gym, and making more choices at the dinner table, but you never see the numbers on the scale move. Now there’s a new way where you stand and track your improvement, by taking your cardiovascular fitness into account.



Introducing Cardio Fitness Level, a new feature on Fitbit Charge 2 that allows you to see a snapshot of your fitness level using a personalized Cardio Fitness Score. View your score in the heart rate section of the Fitbit app, your score is an estimate of your VO2 Max (the maximum amount of oxygen you can use when you’re working out at your hardest)—widely considered the gold standard measurement of cardiovascular fitness.

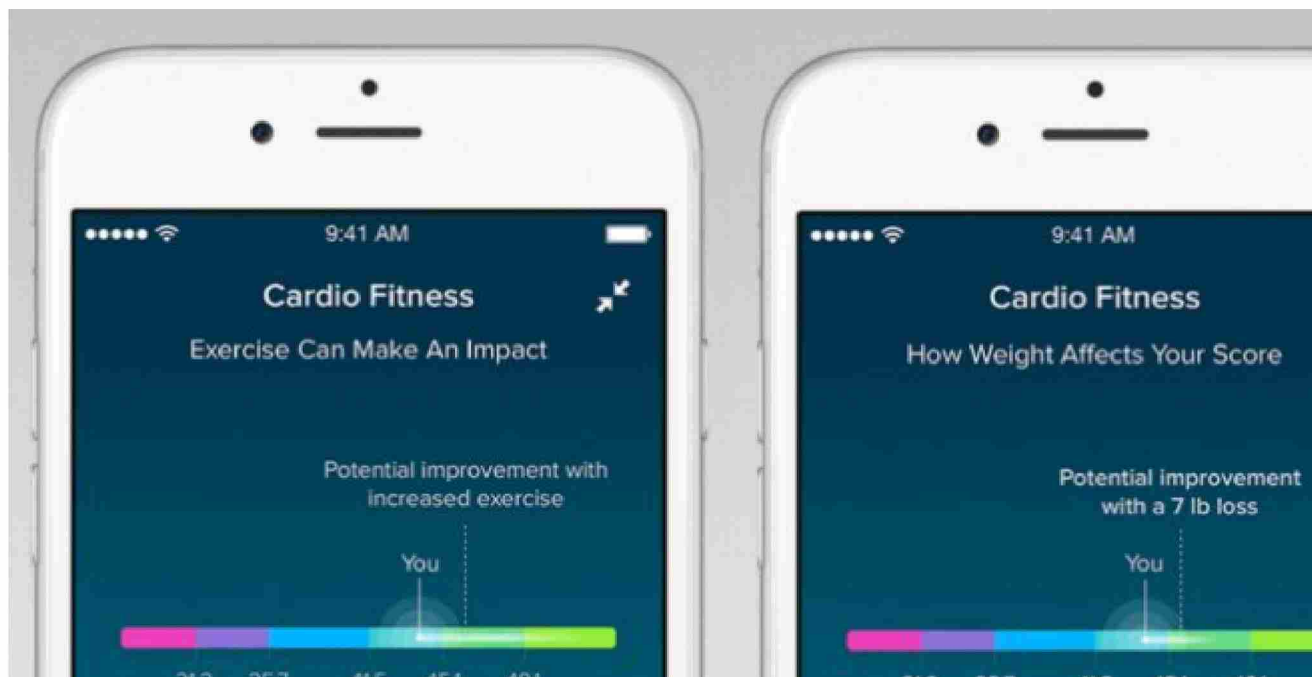
Fitbit automatically provides you with a Cardio Fitness score in the app using your resting heart rate and user profile. You can also track your score over time to see your improvement.

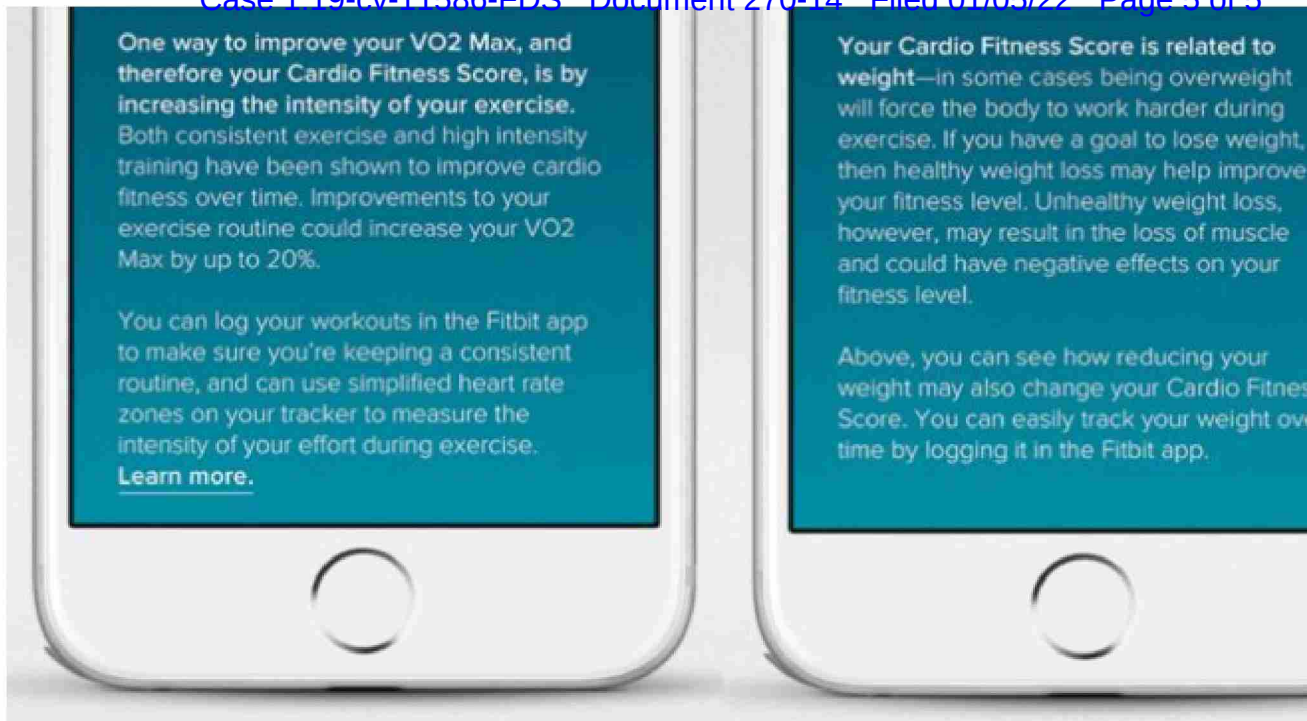


more precise Cardio Fitness Score & Level by going at least 10 minutes on flat terrain at a comfortable pace. Connected GPS enabled. The higher your Cardio Fitness Score, the better your cardiovascular fitness.

Using your Cardio Fitness Score, Fitbit provides an opportunity to understand where you stand with a fitness level rating (based on your age range and gender (from poor to excellent)). This helps you to know where you stand as you make changes over time.

**Want to improve your Cardio Fitness Score?** The experience shows how making changes in your fitness can help improve your cardio fitness. By increasing your exercise frequency and intensity, and by reaching a healthier weight, you may see your score go up in the Fitbit app over time.





Now with the Cardio Fitness Level feature from Fitbit, you will have a clear snapshot of where you start a fitness journey. And you'll get a better understanding of the impact your workouts or weight on your overall cardiovascular fitness.

Cardio Fitness Level is available on [Fitbit Blaze](#) and [Fitbit Charge 2](#).

---

*This information is for educational purposes only and is not intended as a substitute for medical diagnosis or treatment. You should not use this information to diagnose or treat a health problem or condition. Always consult with your doctor before changing your diet, altering your sleep habits, taking supplements, or starting a fitness routine.*