



## SOLEUS HITS THE GROUND RUNNING IN LONDON, ENGLAND

### Soleus Running unveils new running watch series to UK market

**London, England:** Soleus Running has announced a new partnership with UK based Fit Brands Ltd to distribute their running watch series to the UK market.

Soleus Running will launch its new line of running watches in the UK this spring. The new line is the first offering from the Austin, Texas-based company. Every feature, function, and aesthetic included in these watches was inspired by true insight provided by hundreds of runners of varying abilities.

The Soleus Running team has a wealth of experience in the sports watch industry with several different brands. While other brands tended to drift toward more complicated functionality, the Soleus team saw an opportunity to introduce a timing series completely focused on runners' insights. Soleus watches boast the largest viewing area and visual clarity currently available in a running watch.

Our strategy was to develop a running watch that provided the runner with all the relevant information, while keeping the experience simple, commented David Arnold, co-founder of the brand. We were interested in developing technologies that had no practical use during a run.

The launch will include three different styles of running watches: the 10K, the 131, and the 262. Each design contains functions and features needed by runners of all abilities. Also included are two different heart rate monitors: the Surge X and the Surge. These pieces focus on accurate heart rate readings, while providing all of the necessary functionality of a great running watch.

The Soleus team is committed to understanding the needs of the running consumer. They are dedicated to providing insight-driven products that will meet those needs. At Soleus, the runner is encouraged to find your path, leave your sole.

Founded in 2008 by watch industry experts David Arnold and David Heath, Austin, Texas-based Soleus Running is dedicated to providing the most accurate, most comfortable, most insight-driven running watches on the market while always focusing on the ultimate goal of the runner. Fast, slow, road, trail, uphill, downhill, forwards or backwards, whenever, however Soleus Running is changing the way you read your run. Running is a mental sport. At Soleus, we are insane.

### SOLEUS 131:



The Soleus 131 is available in two sizes, regular and large. The 131 has a 50 lap memory, a target time function, 10 run data storage capacity and 5 interval timers. Soleus watches boast the largest viewing area and visual clarity of any running watch currently on the market.

SOLEUS watches will be available in the UK from spring 2010

Please contact Jon Dennis at 020 3239 4240 or [jon@fitbrands.co.uk](mailto:jon@fitbrands.co.uk) for further information

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