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PRESS RELEASE

NEWS CENTRAL

Panorama Tower Announces Tech-Driven Fitness Center with Customizable Virtual Fitness App

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Club Industry was not involved in the creation of this content.

Platform will allow residents to customize workouts, as well as access wellness tips and fitness classes

MIAMI – April 13, 2018 – Panorama Tower, the 821-unit luxury apartment building developed by **Florida East Coast Realty**, LLC (FECR) in the heart of Miami's famed Brickell Avenue, is pleased to announce that it will house an entirely tech-driven fitness center and offer its residents a custom-branded virtual fitness concierge and app, designed and developed by **Fit Solutions**. This is the first time that Fit Solution's Virtual Fitness Concierge app will be offered in a residential development outside of New York. It is

the only fully custom-content management and distribution platform in the fitness industry, allowing users to access professional training videos and tips, in addition to promoting a wellness-centered lifestyle. Additionally, the fitness center and app will serve as a community platform where residents can interact with one another and access a wide range of content, including tailored workouts, equipment education, “workout of the day,” wellness, and food advice.

“We designed an application for Panorama’s residents that allows users to request content and tailor their personal fitness goals,” said Joseph Pritchett, founder and CEO of Fit Solutions. “For example, if someone is training for the Boston Marathon, they can use one of our treadmills in the Panorama fitness center, map out the race, and create an optimal training experience from the comfort of their own gym.”

Located on the 18th floor, the 15,000-square-foot fitness center, which includes a yoga and pilates studio, will also provide top-of-the-line Thriv brand workout equipment focused around digital behaviors. The center will include: 20 treadmills programmed to mirror city and mountain terrain with iFit technology; Thriv curved treadmills; a virtual spinning studio containing 17 spinning bikes each with a 21” interactive touchscreen; a TRX T-unit; corner and bay machines; and on-demand workout classes will be available through the Panorama fitness app. The fitness center will be open 24 hours a day and seven days a week to residents with limited hours available for Panorama guests.

“We recognize that many of our residents view exercise as an extremely important part of their day and that they place a high value on services and amenities related to fitness and wellness,” Jerome Hollo, Executive Vice President of FEER. “Fit Solutions is an ideal partner for the Panorama fitness center because the company’s unique platform allows our residents to train on their own time and completely tailor their fitness routines.”

The tallest residential development south of Manhattan, Panorama Tower will encompass over 100,000 square feet of amenities. These include: a “Muse Room” for live music sessions; private dining and wine tasting rooms with personal wine lockers; three private movie theaters with a mixing lounge; bayview yoga/pilates studio; spa and steam room; cyber café and business center; private furnished office suites available for lease; children’s playroom; and pet spa with grooming services and facilities for daycare and overnight boarding. Panorama will offer reduced rent to residents who do not own cars, and electric car charging stations will be provided. Move-ins are slated for June 2018.

For more information on Panorama Tower, please visit www.panoramatower.com.

About FECR

Since its founding over 60 years ago, FECR has been involved in the development of over 65 million square feet of residential, commercial, retail, and industrial space, with landmark projects from New York to Nevada and throughout Florida. Repeatedly shaping and shifting the contours of Downtown Miami, FECR has drastically changed its skyline. As the very first developer to see the benefits of urban living in Miami, FECR took a bold step into the future with the development of the Arts & Entertainment District featuring its Omni and Venetia projects, an undertaking that revolutionized the area and framed one of South Florida’s most important residential, trade, and recreation centers.

Throughout FECR’s extensive history, the company has built, owned, and managed a wide array of properties, and the company’s strategy for the future includes steady, continued growth in several real estate industries. In fact, the best is yet to come, with some of the largest and most electrifying projects that South Florida has ever seen, including the new One Bayfront Plaza, a signature mixed-use project of global stature, and The Towers by Foster + Partners, a luxury residential condominium development on Brickell’s last remaining waterfront site, which will be the tallest buildings in the Miami skyline.

For more information on Florida East Coast Realty, please visit www.fecr.com.

About Fit Solutions

Fit Solutions integrates the fundamentals of functional fitness with the latest technology trends to create unique fitness environments that promote and maintain healthy, active lifestyles. Partnered with leading manufacturers in all categories, they help to achieve energizing, complete, and balanced fitness solutions. Their amenity driven facilities are tailored with fitness equipment and technology solutions designed to exceed today's demanding resident or guest expectations. They use market research to keep up with the latest trends in the fitness industry in order to create truly unique facilities and ensure that their development partners are staying competitive within their market.