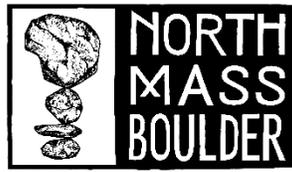


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## FOR IMMEDIATE RELEASE

### *A world-class indoor climbing gym is entering the Midwest market by rolling out a bouldering and fitness facility complete with café and taproom in downtown Indianapolis*

INDIANAPOLIS, IN (August 23<sup>rd</sup>, 2018) - A world-class indoor climbing gym is entering the Midwest market by rolling out a bouldering and fitness facility complete with café and taproom in downtown Indianapolis. For those not familiar, bouldering is a genre of rock climbing defined as climbing low to the ground and without ropes. **North Mass Boulder**, a 52,000 sq. ft. facility will be the largest of its kind, located at 1409 Roosevelt Ave in the newly established downtown neighborhood of North Mass within the mixed-use redevelopment project named, 'The Junction'. Projected to open in late summer of 2019, **North Mass Boulder** will be unique among climbing gyms due to its massive scale and broad list of fitness and social offerings.

"Downtown Indianapolis is an ideal market for **North Mass Boulder**," said Elliott Steward, **North Mass Boulder's** co-founder, and CEO. "The amount of mixed-use redevelopment projects happening in the surrounding downtown area is impressive and is outpacing many other cities in the country in terms of growth. We are excited to add to the vibrancy of Indy's urban renewal and provide a cutting-edge climbing facility for the community."

Designed by local architect, Blackline Studio, **North Mass Boulder** is slated to start construction in September of this year and will be built by Stenz Construction Corporation. Once complete, the facility will offer over 20,000 sq. ft. of bouldering and will include a dedicated yoga studio, dedicated group fitness studio, large locker rooms with saunas, an outdoor courtyard, large climbing training areas, generous cardio and free-weight areas, a dedicated kid's climbing area, ample co-working spaces, and a mezzanine with 14-taps and a full-service café, serving casual fare foods.

"**North Mass Boulder** will be an excellent addition to Indy's growing climbing community, providing a popular, healthy amenity to experienced climbers and curious beginners," said Zach Donovan, **North Mass Boulder's** co-founder, and CFO. "We are more than just another gym, we are selling an experience and a lifestyle. Our place is aesthetically pleasing and is designed to encourage our members to stay, eat, drink, work, and socialize. Essentially, we are a place for those who seek an alternative form of exercise and who also desire an easy way to connect and socialize with their peers. These alternative fitness goers have typically never had a community hub to call and make their own, and this is exactly what we will provide."

The North Mass neighborhood surrounding the gym is Indy's creative and commercial corridor located NE of Mass Ave and is home to over 75 existing businesses, local artists, and entrepreneurs. **North Mass Boulder** will be part of a major historical remodel of the former US CORIGATE manufacturing plant located just southeast of the I-65/70 split and 0.3 miles from the Monon Trail. Neighboring establishments include Centerpoint Brewing, RUKUS Makerspace, and the Circle City Industrial Complex.

"In addition to being effective early movers in redevelopment projects, bouldering gyms provide compatible, long-term value to commercial districts due to the demographics and traffic patterns," said Colt Reichart, co-founder of **North Mass Boulder** and lead investor. "We are excited to offer this amenity to the surrounding neighborhoods and be part of the downtown Indy renewal story. Our community members will come to us for the unique fitness experience, stay for the inviting atmosphere, and return for the human connection and community."

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