



Barre Harmony Brings the Boutique Studio Experience into Your Home

A 6-Week Program by Daily Burn for Less than the Cost of a Single Studio Class

Most of us love the experience of boutique fitness studios - the expertly-curated workouts, the highly-credentialed instructors - but reluctantly submit to the steep cost of those workouts, assuming it's the price we have to pay for a high-end experience.

As the cost of group fitness classes rises, Daily Burn is dedicated to providing innovative ways to bring the boutique studio into your own home. Which is why we are thrilled to announce the launch of Barre Harmony, Daily Burn's first program to feature the enduringly popular workout, with a six-week progressive program for less than the cost of a single studio class.

Using only a chair as equipment, Barre Harmony sets its sights on strengthening your entire body with select workouts highlighting specific areas like butt, hips, and thighs or abs and arms. By varying the focus of each workout from cardio to hip mobility to strength, each participant - whether a beginner or an avid barre enthusiast - will be able to progress to slightly more challenging workouts throughout the program. The fusion of disciplines including Pilates, dance and yoga, improves core conditioning, strength and stability, all while providing a serious calorie burn through dance and cardio moves.

"Barre is a workout that is always in style because it's low impact and strengthens the entire body without beating it up," explains program creator, instructor, and Daily Burn fan favorite, Becca Pace. "The extra focus on flexibility, range of motion, and working all planes of motion in a specific, controlled manner, not only builds ultimate balance, but will help in every day activities. Barre Harmony is innovative and efficient and will allow you to get a boutique studio feel in the comfort of your own home."

Barre Harmony launched exclusively for Premium Subscribers on March 14 and launches for all members on April 4.

ABOUT DAILY BURN

Established in 2007 by CEO and co-founder Andy Smith, Daily Burn is a leading streaming fitness service. Daily Burn, an operating business of IAC (NASDAQ: IAC), offers more than 600 streaming workouts taught by certified trainers – everything from cardio to Pilates to bodyweight training. And Daily Burn's unique personalization tools help users discover the perfect workout for their goals and fitness level. Daily Burn has been featured in the New York Times, Vanity Fair, USA Today and Shape, and on the "Today" Show, "Good Morning America" and more. Daily Burn helps people have fun and get fit!

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