



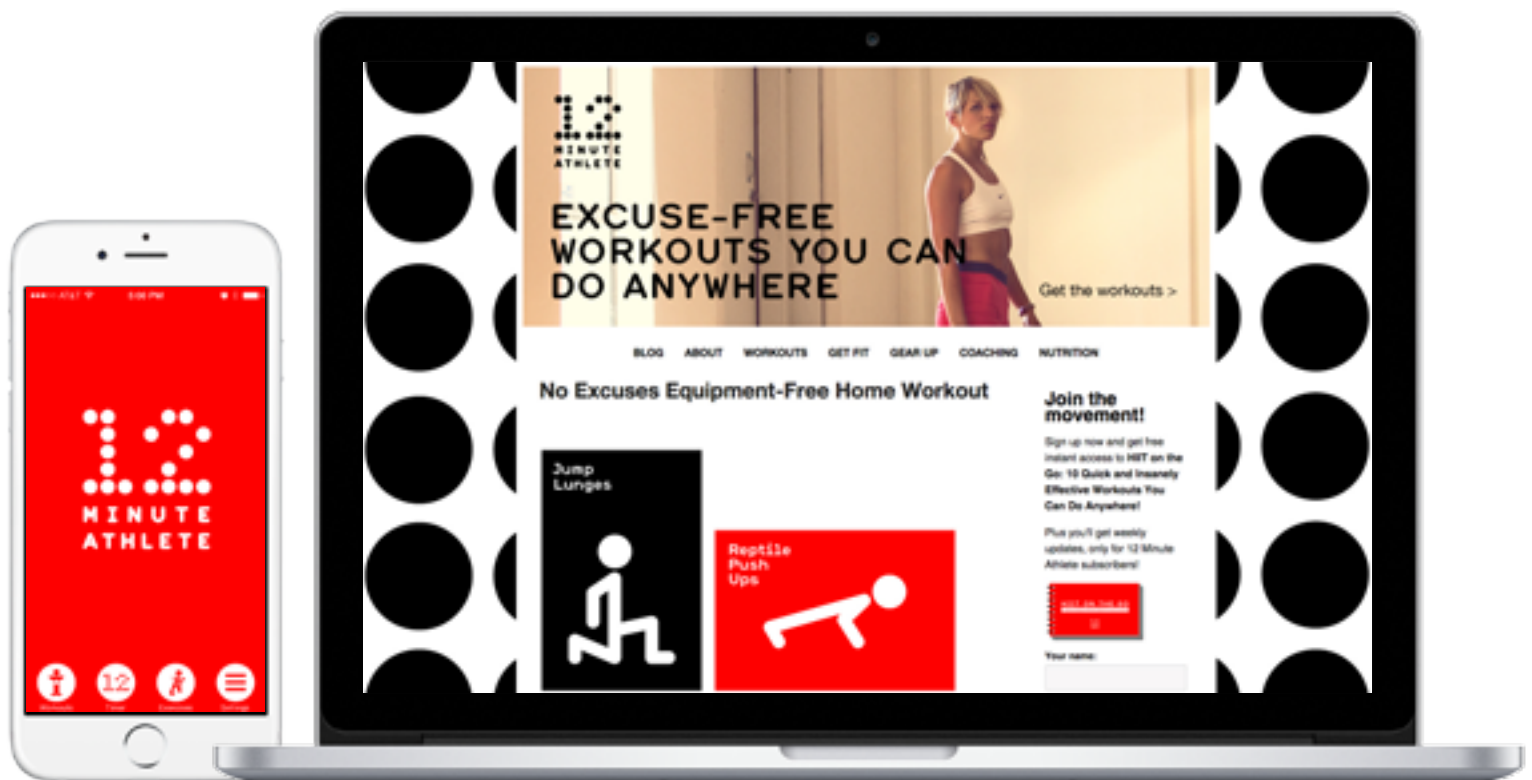
**Krista
Stryker**
NSCA-CPT



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What is 12 Minute Athlete?

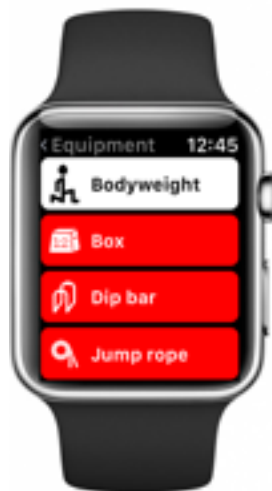
12 Minute Athlete is a HIIT workout regimen consisting of incredibly short, effective workouts based on calisthenics, cross-training and functional fitness. The 12 Minute Athlete website and apps help thousands of athletes get in the best shape of their lives in around just 12 minutes a day.

Website: 12minuteathlete.com
App: 12minuteathlete.com/app



Now on Apple Watch

12 Minute Athlete app users can now take their workout on the go with the new Apple Watch app. Quick workout mode, 12 and 16 minute HIIT workouts, and time challenge workout options help you get a workout in anywhere, anytime.





Who is Krista Stryker?

Krista Stryker is an NSCA certified personal trainer and the founder of 12 Minute Athlete, a popular website and app helping thousands of people get fit in as little time as possible. A high intensity interval training (HIIT) workout regimen consisting of incredibly short, effective workouts based on calisthenics, cross-training, and functional fitness, 12 Minute Athlete helps athletes of all level get in the best shape of their lives with minimal equipment and no gym membership.

Krista has been featured on MindBodyGreen, CreativeLive, Self Magazine, and KTLA-TV, and was recently named one of Athleta's 100 Women to Watch in Wellness in 2015. Her iPhone and Android apps have been downloaded by over 130,000 users worldwide.

100 WOMEN TO WATCH *in wellness*

If anyone's going to motivate you to be your best self, it's the ladies on our 100 Women To Watch in Wellness list. Learn how Primal Yoga founder Liz Arch incorporates martial arts into her practice, ease your mind with Broadway star-turned-Ziva Meditation founder Emily Fletcher, and squeeze some sweat into your day with the "12-Minute Athlete" Krista Stryker. These women are changing the world — one green juice at a time.

f SHARE | 21K

t SHARE | 2K

p SHARE | 193

Styled by Athleta

“[Krista] does an amazing job of a high intensity interval training workout and puts it together in a system that just says ‘do this.’ Don’t think, just do.”

- Maneesh Sethi, creator of Pavlok wearable



Krista Stryker
HIIT Superstar

SHARE

Featured on MindBodyGreen + Athleta's 2015 100 Women to Watch in Wellness list



Appeared in December 2014 Issue of Self Magazine



“At \$3, Krista Stryker’s 12 Minute Athlete app is cheaper than a gym, and you can do many of the workouts without any equipment. I tried it. It was really tough.”

- Rich DeMuro, KTLA-TV



What users are saying

“After only a month of 12 Minute Athlete, I already feel stronger, fitter and healthier. My endurance and strength seems to grow with every 12 minute workout and I actually look forward to working out now. On top of that, I feel more confident and less stressed. I love it!”

“The biggest complaint of those who don’t consistently workout is that there aren’t enough hours in the day to do so. Krista Stryker solves this problem by implementing brief yet effective workouts that no one has an excuse to skip. If you hate working out or just can’t find the time, start implementing Krista’s workouts and you will find it easier and less time consuming to achieve your results faster.”

“12 Minute Athlete is all about creating functional fitness and having fun doing it, effortlessly fitting a fitness habit into your life.”

“You have given my workouts new life, a long with my poor worn out, dragged out muscles and joints. Working out was becoming a chore but now I look forward to them again.”

“This app makes it so easy to get a varied, quick, hardcore workout in. From the built in timer to the videos explaining the moves to the selection of workouts based off of equipment one has available, this is a godsend. Who doesn’t have 12 minutes in their day to do something good for themselves?”

“I love this app. Thank you from the bottom of my time-deprived, can’t commit more than 15-minutes-to anything-each-day self.”

Media assets

Download at: <http://12ma.co/1JHGqyk>

Contact

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