Cadence Announces Release of Public Beta

Tulsa, Okla., October 4, 2016 – Cadence LLC ("Cadence") today announced the release of its public beta for its Cadence mobile application (available on the App Store), the world's first lifestyle networking application that connects users based on daily activity. Cadence will be released in targeted geographies focusing on users actively engaged in fitness and wellness communities.

"Digital networking has failed to provide a reliable and objective method for developing new and meaningful friendships and relationships," said George Apfelbach, CEO and Co-founder of Cadence. "We are excited to begin the new paradigm of active digital networking using objective and personalized information, while maintaining the highest level of privacy and user satisfaction."

Synthesizing Physical and Digital Identity

Users today want both a meaningful experience and interaction when searching for community online. The core focus of Cadence is to eliminate the use of subjective pictures and text in determining digital identity and how we share ourselves with others. Specifically, Cadence relies on Three Pillars to establish the networking criteria for users: activity, proximity and temporality.

"Users are connected with others engaging in the same type of activity, in the same location and with the same time and effort dedication," said Steven Rueter, CTO and Co-founder.

Building Better Community

Cadence believes that better community can be built and achieved digitally, rather than managed and passively observed, as is the case on existing social networks. Moving forward, we strive to incorporate more objective indicators of physical identity into our digital networking strategy to change how users engage in the community around them, while strictly incorporating the Three Pillars.

Cadence is for everybody, plain and simple. We want our users to find more people like them, whether you are single, or a couple looking for other active couples; we believe Cadence is the first application to connect users with others based on how they actually live. We are breathing life into digital interaction.

About Cadence

Cadence is a mobile application company focused on developing apps to help users engage in online community in a meaningful way. Cadence's flagship app, Cadence, uses daily activity and fitness information to connect users with new people based on their Cadence score, a proprietary analysis of user activity level and interests. Cadence is headquartered in Tulsa, Oklahoma and has an office in San Francisco, California. For more information please see www.cadence.fit.

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