  

# October 14, 2015

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**IncludeFitness joins high growth Assurex Health as both announce more new investment and jobs on vibrant P3 Mason Campus, sparking new activity in Mason BioHealth Ecosystem**

**MASON, OH, October 12, 2015** – [Assurex Health,](http://www.assurexhealth.com/) [IncludeFitness, Inc.](http://www.includefitness.com/) and the [City of Mason,](http://whymason.com/)  [Ohio,](http://whymason.com/) today announced that the two CincyTech portfolio companies will continue their growth on the Mason Municipal campus, which is quickly becoming a hot bed for growing innovation and technology companies who share the City’s mission/passion for creating a culture of wellness in Mason.

The City is working closely with Assurex Health to finalize its expansion and growth strategy, moving them to a newly constructed corporate headquarters in Mason. The recruitment of this leader in precision medicine to the Community Center and Municipal Center is a significant economic achievement for the City. Assurex Health is a model for innovation in the pharmacogenomics, informatics and precision medicine industries in the Midwest and throughout the United States. Its expansion on campus will support continued growth and retain jobs in Mason. The company also plays an important role in cultivating the start-up ecosystem evidenced by the IncludeFitness announcement.

The addition of IncludeFitness to the Mason portfolio not only adds to the innovation ecosystem developing in the City and on campus, but also feeds the critical mass developing in the health sciences, including personalized medicine, medical device, pharmaceuticals and biohealth IT. IncludeFitness also directly addresses a priority area for the City, service to disabled and rehabilitating individuals, including a specific focus on veterans. Introduced to Mason by partner CincyTech, IncludeFitness designs and manufactures inclusive rehabilitation and fitness equipment paired with a cloud-based software platform that will interface and provide additional capacity for use of the equipment with independent users and healthcare practitioners. The company is in the early stage of their growth and is gaining momentum with healthcare and long-term care facilities, assisted living centers, gyms, recreation facilities, rehab, and institutional partners. A partnership with the Mason Community Center and other related partners in wellness will be pursued to promote programs such as Integrative Corporate Wellness, as well as Inclusivity Awareness and Education.

“We have an excellent track record of understanding the unique needs of entrepreneurial, high tech businesses,” said City of Mason Mayor David F. Nichols. “We’re a strong part of the start-up economy here in southwest Ohio, taking young growth companies and putting them in an environment with resources where we can elevate them to the next level.”

“We are excited to become a part of the Mason start-up community. Working so closely to Assurex Health will expand our opportunity to cross pollinate with incredible mentors who have led one of the biggest successes to come out of CincyTech,” said Ryan Eder, founder and CEO of IncludeFitness. “The Mason team is committed to growing companies like ours. Their understanding of partnership development is an integral part of our overall growth model. We look forward to joining the Mason business community.”

“Helping other CincyTech and Mason portfolio early stage companies navigate through that phase of development is just the right thing to do,” said Don Wright, COO of Assurex Health. “We’ve lived through those years and know how surrounding yourself with community leaders and businesses who understand what you’re going through can make a big difference. The Mason community has a lot to offer growth companies, which is a major reason we chose to build our new headquarters here. We couldn’t imagine a more supportive public partner.”

Monday evening, Mason City Council approved a lease amendment for Assurex Health, which includes an expansion of existing space occupied by Assurex Health in the Mason Municipal Center. Council also approved a lease agreement with IncludeFitness to locate their corporate headquarters in the Municipal Center.

“The energy and support of the City of Mason leadership, the community focus on health and wellness and the accessibility for our potential customers makes it an ideal place for us to locate,” said Eder. The new public-private partnership is a natural fit given Mason’s strong track record in supporting growth of CincyTech companies and its commitment to a community-wide, inclusive culture of wellness.

“Assurex Health and now IncludeFitness are exactly the type of forward-thinking, innovative companies that fit well in our business community,” said Mayor Nichols. “Our missions when it comes to cultivating an inclusive culture of wellness are very closely aligned.”

The City of Mason, celebrating its bicentennial this year, chose the [Common Ground](http://www.masonparksfoundation.org/common-ground/)  [Playground](http://www.masonparksfoundation.org/common-ground/) as the fundraiser for charitable activities taking place this year. The new playground will go above and beyond the Americans with Disabilities Act to support inclusive recreation and cooperative play through accessible equipment for children of all abilities. The new park will be located on 23 acres near US 42 and Snider Road in Mason. The City looks forward to gaining insights from IncludeFitness on playground design once construction begins as well as involvement in the overall strategy for inclusion and wellness in Mason.

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# About the City of Mason, Ohio

Mason, Ohio is an established hub for bioscience innovation and includes a business portfolio of advanced manufacturing, healthcare and technology companies. As the largest city in Warren County and part of the Greater Cincinnati region in southwest Ohio, Mason’s economic development mission is focused on attracting and supporting the growth of top companies and creating jobs in these key sectors, while leveraging partnerships to also attract foreign direct investment. Ranked the seventh best place to live by CNN/Money Magazine in 2013 and 17th in 2015, Mason is nationally recognized for its low cost of living, award-winning schools and its intentional culture of wellness.

# About Assurex Health

Assurex Health is a commercial-stage, informatics-based precision medicine company providing treatment decision support to health care providers for behavioral health conditions. Assurex Health’s proprietary GeneSight technology is based on combinatorial pharmacogenomics (CPGx™) – the application of multiple genetic factors that influence an individual’s response to medications – as well as evidence-based medicine and clinical pharmacology. Assurex Health has licensed patented technology from Mayo Clinic and Cincinnati Children’s Hospital Medical Center, both of whom continue to be research collaborators.

# About IncludeFitness

IncludeFitness is a health technology company building the next generation fitness and rehabilitation platform. The patented platform combines inclusive equipment to remove physical and cognitive barriers with informatics to measure and drive better outcomes. With IncludeFitness all people can have independent healthy lives, regardless of age or ability.