



## Peloton x Beyoncé Return With Largest Artist Series Ever

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### Partnership to Provide New, Multilingual Three-day Fitness Experience 10 HBCU Fitness Facilities to Benefit from the Partnership

NEW YORK, Oct. 18, 2021 /PRNewswire/ -- Peloton (NASDAQ:PTON), the world's leading interactive fitness platform and Beyoncé, the most-nominated female artist in GRAMMY® history, announced today the newest installment of the Peloton x Beyoncé Artist Series launching October 19<sup>th</sup>, Peloton's most extensive Artist Series to-date. The Peloton x Beyoncé Artist Series will offer 72 hours of powerful content, 17 classes over a three-day period with content streamed globally from Peloton Studios New York and the new Peloton Studios London. The Peloton Artist Series is one of the brand's most anticipated events, with interest going far beyond Peloton's over 5.9 million members across the globe.



The newest chapter of the iconic Peloton x Beyoncé Artist Series explores the relationship between our inner and outer power, how we harness motivation and source our strength with inspiration from the world around us, and from within. Members will be motivated to expand their minds and challenge their bodies to the iconic Beyoncé tracks that make their inner power shine. With her trademark strength and intention, Beyoncé emboldens the Peloton community and beyond to find their own purpose from the world around them, come together in the spirit of inclusivity and step into their individual definition of power.

To complement the live programming, daily on-demand classes will allow members to curate a well-rounded Peloton x Beyoncé experience at their own pace and convenience across nine modalities including Cycling, Tread, Tread Bootcamp and off-equipment offerings such as Strength, Barre, Stretching, and an Outdoor Run and Walk -- making the series accessible for anyone with no hardware necessary. This powerful lineup will include classes in three languages, English, German and Spanish, a first for Peloton. The global event kicks off with a Two-for-One Ride live from the new Peloton Studios London. Every Peloton x Beyoncé Artist Series class can be accessed on the Peloton App which new Members can try for a free 30-day trial period.

Additionally, Beyoncé and Peloton will expand their social impact partnership by providing the fitness facilities of 10 Historically Black Colleges and Universities (HBCUs) with Peloton Bikes this fall. This initiative builds on Peloton and Beyoncé's shared commitment to provide access to best-in-class fitness, inspiring this generation of HBCU students to source their power, physically and mentally, through movement. Thousands of students redeemed gifted Peloton digital memberships at the onset of the partnership, ensuring students can enjoy Peloton's library of content on-and off-equipment. Partner schools include: Bennett College, Clark Atlanta University, Grambling State University, Hampton University, Howard University,

Morehouse College, Morehouse School of Medicine, Spelman College, Texas Southern University and Wilberforce University. Peloton will continue to pursue long-term recruiting partnerships across the internship, undergraduate and graduate levels while also shining a light on HBCU students.

"The Beyoncé Artist Series allows you to mentally draw deeply from internal and external places of power and this is the soundtrack that will transport you," said Peloton's Head of Music Gwen Bethel Riley. "We are honored to have designed a new series of classes that elevate movement and music on the Peloton platform. This empowering message will motivate our community to show up for each other and for themselves."

For more information and to see class schedule updates visit: <https://blog.onepeloton.com/beyonce-collaboration/>.

#### **About Peloton**

Peloton is the leading interactive fitness platform in the world with a loyal community of more than 5.9 million Members. The company pioneered connected, technology-enabled fitness, and the streaming of immersive, instructor-led boutique classes for its Members anytime, anywhere. Peloton makes fitness entertaining, approachable, effective, and convenient, while fostering social connections that encourage its Members to be the best versions of themselves. An innovator at the nexus of fitness, technology, and media, Peloton has reinvented the fitness industry by developing a first-of-its-kind subscription platform that seamlessly combines the best equipment, proprietary networked software, and world-class streaming digital fitness and wellness content, creating a product that its Members love. The brand's immersive content is accessible through the Peloton Bike, Peloton Tread, Peloton Bike+ and Peloton App, which allows access to a full slate of fitness classes across disciplines, on any iOS or Android device, Apple TV, Fire TV, Roku TVs, and Chromecast and Android TV. Founded in 2012 and headquartered in New York City, Peloton has a growing number of retail showrooms across the US, UK, Canada, Germany and Australia. For more information, visit [www.onepeloton.com](http://www.onepeloton.com).

#### **About Parkwood Entertainment**

Parkwood Entertainment is a film and production company, record label and management firm founded by entertainer and entrepreneur, Beyoncé in 2010. With offices in Los Angeles and New York City, the company houses departments in music, film, video, live performances and concert production, management, business development, marketing, digital, creative, philanthropy, and publicity. Under its original name, Parkwood Pictures, the company released the film Cadillac Records (2008), in which Beyoncé starred and co-produced. The company has also released the films Obsessed (2009), with Beyoncé as star and executive producer, the winner of the Peabody Award for Entertainment, Lemonade (2017), the Emmy®-nominated Homecoming: A Film By Beyoncé (2019), which documents Beyoncé's history-making performance at the Coachella Valley Music & Arts Festival in 2018, and the Emmy®-winning Black Is King (2020). Parkwood Entertainment produced The Mrs. Carter Show World Tour (2013-2014), The Formation World Tour (2016), and the aforementioned "Homecoming" performances at Coachella (2018) and co-produced the ON THE RUN Tour (2014) and ON THE RUN II (2018).

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