

FOR IMMEDIATE RELEASE

DEAL NOTE: Crowell & Moring Advises Onyx Inc. in its Acquisition by Cure.fit

San Francisco – February 8, 2021: Crowell & Moring advised Onyx Inc., a California-based fitness-tech company building the world’s smartest digital training experience, in its acquisition by Cure.fit, India’s largest health and fitness conglomerate. This all-stock transaction combines the digital and offline experiences across fitness, nutrition, and mental well-being offered by Cure.fit with Onyx’s body-tracking technology and personalization of workout feedback. Founded in 2018, Onyx has been featured by Apple, *Forbes*, CNN, and others. Its mission is to make personalized fitness accessible to anyone and provide the greatest connected fitness experience that does not rely on expensive hardware. Cure.fit aims to bolster its digital offerings in India and abroad with this acquisition.

Crowell & Moring served as lead legal counsel to Onyx in this transaction and included partners Matthew Melville and Charles Hwang, counsel Matthew Pelnar, and senior paralegal Cindy Francois.

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