

For Immediate Release

**THE BOX OUT GROUP LAUNCHES FIRST BRANDED SUBSCRIPTION BOX
WITH MEN'S HEALTH**

***Expertly Curated Quarterly Shipments Feature the Best Fitness, Fashion and
Grooming, Nutrition, and Tech Gear***

Ft. Lauderdale, FL (June 16, 2016)—The Box Out Group, a brand-new company specializing in branded subscription box solutions for its partners, today announced a multiyear partnership with Rodale Inc. to produce the first-ever *Men's Health* subscription box. Four times a year (first box ships now; \$89.99/box), the editors of *Men's Health* will select the best fitness, nutrition, grooming, and tech gear from the pages of the world's best-selling men's magazine brand; with the collaboration of the Box Out Group, the items will be expertly packed and shipped straight to the doorsteps of subscribers.

For the first box, the editors have selected 11 items (total retail value of \$280) that will get a man noticed, supercharge his workout, or help him complete his look. These include Zing Socks, Clinique SPF 21 Moisturizer, Recipe for Men Under Eye Gel, Fatman's Beef Jerky Sweet & Spicy, and an XD Aluminum Handle jump rope.

To subscribe, customers simply visit www.menshealth.com/box.

The Box Out Group's collaboration with *Men's Health* was brokered by Rodale's licensing agency, The Wildflower Group. It is the first in a series of vertical opportunities and represents the magazine's commitment to bring great products into the homes of its subscribers every quarter. A healthy lifestyle continues to be a top priority for men, and giving them access to trending products can help them create new possibilities in their lives.

"We are excited about the opportunity to partner with *Men's Health* editors to curate a new path in the evolving subscription box industry. Our company chose to collaborate right out of the box with *Men's Health* because the brand is the leading authority for the successful man's lifestyle, helping him address his needs and desires in fitness, nutrition, fashion, grooming and technology, which for us is a primary focus of our venture." —Darrel Branch, CEO, Box Out Group

Kevin LaBonge, *Men's Health's* executive director of business development and global licensing added, "The items in every *Men's Health* Box are selected with great care to ensure that we meet the expectations and maintain the trust of the *Men's Health* reader. Through partnerships with like-minded companies such as the Box Out Group, we are able to create new, innovative

products and services for our audience that are core to the Rodale mission of helping people live happier, healthier lives.”

The Box Out Group is a company that helps brands, celebrities and influencers expand and monetize their follower base of consumers by curating a box of goods to be sold on a recurring subscription basis.

Contact:

Darrel Branch, CEO

The Box Out Group

561.289.9870

Darrel@theboxoutgroup.com

The Wildflower Group

212.924.2322

licensing@thewildflowergroup.com