1. About Us (Page 1)
   a. Our Mission
   b. Our Story
   c. Key Milestones
   d. Location Snapshot

2. The CorePower Yoga Team (Page 4)
   a. Amy Shecter – Chief Executive Officer
   b. Chad Kilpatrick – President & Chief Financial Officer
   c. Kari Ament – Chief Operating Officer
   d. Tess Roreing – Chief Marketing Officer
   e. Jamie Gull – Chief Development Officer
   f. Heather Holland - Senior Vice President of People & Development
   g. Meghan Herwehe – Vice President of Strategic Insights & Analytics
   h. Ruth Jones - Vice President, Corporate Controller

3. What Makes Us Different (Page 8)
   a. Culture
   b. Classes
   c. Class Benefits
   d. Studio Heat
   e. Frequency
   f. Teacher Training

4. Our Studios (Page 12)
   a. Studio Building Design
   b. Green Building Initiatives

5. About the Trademark (Page 13)

6. Contact Us (Page 14)
Our Mission

Share our authentic passion for yoga and healthy living to inspire everyone to live their most extraordinary life.

Our Story

When a serious climbing accident left him with six permanent screws in his shattered ankle, CorePower Yoga Founder Trevor Tice experienced first-hand the transformational benefits of yoga. An avid outdoorsman from Telluride, CO, Trevor was left searching for an exercise to replace the running, climbing and other physically challenging activities that were no longer accessible to him. He found yoga, and was hooked.

Traveling for his technology business, Trevor practiced a variety of yoga disciplines at yoga studios across the country and found an opportunity to make yoga dynamic, challenging and convenient.

In 2002, Trevor opened the first CorePower Yoga studio on Grant Street in downtown Denver, CO, offering a proprietary form of athletic, heated yoga in modern, welcoming and spa-like studios.

With six teachers, including Trevor, teaching four classes per day, it took several arduous months before classes began to fill up. But they did. And it wasn’t long before people were talking about this new yoga.
**Key Milestones**

2002:
CorePower Yoga (CPY) opens first studio on Grant Street in Denver, Colorado.

2004:
Within Colorado, CPY acquires the South Boulder, Cherry Hills and Broadway studios and opens two studios in Colorado Springs. First CPY studio in Portland, OR opens.

The first CPY Power Teacher Training held at the Grant Street studio in Denver with nearly 30 participants. Some of these first Teacher Training graduates are directors, regional managers and studio managers today.

2005:
With a few establishing studios in Colorado, CPY opens its first studio in Minneapolis.

2006:
CPY happily spreads yoga love to California with the Point Loma Studio in San Diego. Minnesota opens two more studios: St. Louis Park and St. Paul.

2007:
CPY introduces The Nutrition Program in Denver, providing yoga students with a supportive yogic cleanse and the tools to understand how eating habits can fuel their yoga practice and their life.

Studio growth in Colorado more than doubles with the addition of Ft. Collins, Broomfield, Stapleton and Parker.

2008:
CPY’s first Chicago studio opens in South Loop. Additionally the second Portland (SE) studio opens, as well as six more studios in California, Colorado and Minnesota.

2009:
Teacher Training and Lifestyle Program offerings continue to expand in all CPY markets.

2010:
CPY makes its debut in Los Angeles with the Sherman Oaks studio. Illinois continues to grow with six more studios, California with three and Minnesota with two. Boulder and Denver each add one.

2011:
Berkeley becomes the first studio in the Bay Area. By the end of the year, there are 58 studios in five states.

Colorado Business Magazine recognizes CPY as Top Company in Colorado. CPY also makes the Inc 500/5000 list for the first time.

2012:
This year marks the most regional expansion CPY has ever experienced, with openings in Honolulu, Seattle, Austin and Bethesda. Additionally, CPY introduces its brand new Headquarters and Flagship Studio in the Highlands neighborhood of Denver.

CPY also celebrates its 10-year anniversary. ‘Extraordinary Moments’ underlines student appreciation nights in all studios, special charity events, and a leadership summit in Denver with all studio managers. The Inc 500/5000 list recognizes CPY for the second year.

2013:
CPY opened 22 studios in seven states, including first studios in new markets of Cambridge (MA), Georgetown (Washington D.C.), Santa Barbara (CA), and Salt Lake City (UT). The Los Angeles region triples in size.

CPY secured investment from Catterton Partners, the leading consumer-focused private equity firm.

2014:
Amy Shecter announced as CEO in May.

CPY plans to open approximately 20 studios in new and existing markets.
About Us

Location Snapshot

As of September 2014

**Studios:** 104 across 13 states

**Instructors:** 1,873
The CorePower Yoga Team

**Amy Shecter – Chief Executive Officer**

Amy joined the CorePower Yoga executive team as Chief Executive Officer in May 2014, bringing over 20 years of leadership experience to the company. Prior to joining CPY, Amy served as President of Elie Tahari, an internationally renowned fashion line, where she was responsible for the collection business. Before her tenure at Elie Tahari, Amy served as President of C. Wonder, a retail concept developed by Burch Creative Capital, where she was responsible for the creation and execution of all aspects of the brand globally.

Before joining Burch Creative Capital, Amy was Vice President Global Retail at Tory Burch, where she assisted with the shaping of the global retail platform for expansion. Amy joined Tory Burch from Cole Haan, where she held the position of Senior Vice President, Direct to Consumer. During her tenure, she was responsible for re-energizing the brand and directing the strategy for the direct to consumer growth globally. Under her leadership, the brand experienced increased revenue, profitability and awareness.

Throughout her two decades of executive leadership, Amy has been praised as a best-in-class global merchant, a dynamic general manager and a marketing powerhouse whose guidance and leadership has been instrumental to the launch and continued successes of brands in the global marketplace.

Amy began her career at Bloomingdale’s after completing a B.S. in Marketing at the University of Massachusetts, Amherst.

**Chad Kilpatrick – President & Chief Financial Officer**

Chad joined the CPY executive team in November 2011 and brings over fifteen years of finance and accounting experience in the health and wellness industry.

Chad spent over nine years with Gaiam, Inc., a publicly traded health and wellness consumer products company with significant presence in the yoga industry. His leadership experience includes mergers and acquisitions, corporate finance, investor relations, strategic financial planning and analysis, SEC reporting and compliance and international tax planning. Chad’s transaction experience includes the successful execution of a $55 million IPO in 2008 in addition to the acquisition and integration of several other privately held companies in the health and wellness space.

Chad spent the first six years of his career with the public accounting firm of Ernst & Young LLP specializing in the health care and biotechnology sectors and is a Certified Public Accountant in the State of Colorado. He is a proud alumnus of the University of Colorado at Boulder and enjoys golf, basketball, hiking, yoga and an occasional run in his spare time.
Kari Ament – Chief Operating Officer

Kari came to CPY in 2008 with over 14 years of media and sales management experience. She’s been instrumental in the design and development of a formalized continuing education program for CPY teachers, including enrollment optimization of trainings and lifestyle programs. She is passionate about developing leaders and creating world class customer experiences that facilitate meaningful change and growth.

Kari’s yoga practice began years ago, and her sacred practice time became the catalyst for making a major career change to one that is now in true harmony with her passion for business, yoga, and service to others. Kari is devoted to CPY, the students it serves, and the lives that it transforms.

In her spare time you can find Kari teaching and practicing yoga, hanging with her family, or rooting her kids on in one of their many activities.

Tess Roering – Chief Marketing Officer

Tess Roering joined CorePower Yoga in September of 2014, bringing nearly 20 years of consumer marketing experience.

Most recently Tess was VP of Marketing for Athleta, where she developed and managed the brand’s marketing across all channels, created the ‘Power to the She’ campaign, helped open the 1st through 85th stores and tripled brand revenues. Before joining Athleta she led the marketing strategies at Old Navy as well as Gap, where she oversaw the successful launch of Gap’s 1969 denim brand.

Tess earned a B.A. in psychology from Stanford University and an M.B.A. from Fuqua School of Business in North Carolina. She began her marketing career at the non-profit Special Olympics International, before moving to the Gillette Company, where she worked in all aspects of brand marketing. After Gillette, Tess worked as a brand strategist at Addis Branding Agency, and then helped to launch Hotwire, where she led branding and advertising, taking the company from an early stage start-up, to part of the multi-billion dollar travel site, Expedia Inc. Prior to moving to Gap Inc., Tess oversaw the global rebranding of Visa International as the Vice President of Global Branding.

Tess enjoys yoga, along with weight training, running and anything outdoors.
Jamie Gull – Chief Development Officer

Jamie joined CorePower Yoga in December 2013, bringing over 18 years of retail and real estate experience.

Prior to working at CPY, Jamie was the Head of Real Estate for Cabela’s, a dominant specialty retailer in outdoor recreation. While at Cabela’s, Jamie led the real estate team to record growth and success.

Before his success at Cabela’s, Jamie grew his retail real estate career by serving as Director of Real Estate for Payless Shoe Source and Director of Store Development for Franklin Covey Company. Jamie was instrumental in leading dramatic growth at both companies.

Jamie is a proud graduate of the University of Utah, where he earned a degree in Political Science, and of Brigham Young University, where he obtained his MBA.

Jamie’s personal time is devoted to enjoying many outdoor activities with his family including skiing, biking, water sports, hiking and camping in North America’s beautiful and diverse outdoors.

Heather Holland – Senior Vice President of People & Development

Heather joined the CorePower Yoga executive team in September 2013, bringing over 13 years of experience working with growing entrepreneurship.

Prior to working at CPY, Heather served as General Counsel and Executive Vice President of Global People, Training and Development at Le Pain Quotidien, an international organic restaurant company. Her leadership experience covers a wide range of disciplines including real estate, international franchising, intellectual property, litigation strategy, organizational development and strategic human resources. Prior to that, Heather worked in private practice at Snell & Wilmer representing growing national and international brands in the restaurant, retail and hospitality sectors.

Heather discovered CorePower Yoga in Boulder as a law student in search for a way to burn off stress. She quickly became addicted to CPY’s athletic and “craveable” style of yoga. Heather is grateful for the opportunity to align her passion with her career, and help spread CorePower across the country.

Heather holds a Bachelor of Arts degree from the University of California – Berkeley and a Juris Doctor from the University of Colorado at Boulder Law School. In her spare time, Heather enjoys yoga, running, swimming and baking bread with her husband, Chef Joel.
Meghan Herwehe – Vice President of Strategic Insights & Analytics

Meghan spent over five years as a strategy consultant before joining the CorePower Yoga team as Vice President of Strategic Insights & Analytics in 2013.

While working as a consultant at both McKinsey & Co. and Accenture, she served primarily retail and consumer goods clients in a variety of functions including marketing strategy, pricing, merchandising and supply chain optimization. Prior to consulting, she spent two years doing small business development in the U.S. Peace Corps, where she planned, launched and managed a retail store in Cajamarca, Peru specializing in high-end, locally sourced artisan products.

Meghan was introduced to CorePower Yoga while working as a consultant. She was in need of a great workout and stress reliever that she could do across the cities where she traveled. After attending Yoga Sculpt Teacher Training in early 2013, she was “hooked.” Meghan is extremely excited to be part of the team that helps bring CorePower Yoga to even more people.

Meghan holds Bachelor of Arts degrees in both Economics and International Relations from the University of Wisconsin-Madison and an MBA from the University of Michigan Ross School of Business.

Ruth Jones – Vice President, Corporate Controller

Ruth joined the CorePower Yoga team in April of 2014, bringing over 10 years of experience in technical accounting and financial reporting, with a focus in the restaurant and retail industries. Ruth’s connection to the company began well before she joined the CorePower Yoga executive team. She began practicing at CorePower Yoga in 2006 and completed CPY’s Teacher Training in 2011.

Ruth comes from Noodles & Company, a Colorado-based fast-casual restaurant concept. During her six years there, she played an instrumental role in the 2013 IPO that raised $100.2 million in net proceeds, as well as in a $181.0 million private equity recapitalization which closed in 2010. Noodles & Company more than doubled in size during her time at the company, in number of restaurants, as well as revenue and achieved significant growth in a variety of other financial metrics.

Ruth is a Certified Public Accountant and her skill set includes collaborative leadership and communication, technical accounting and financial reporting, as well as a knack for problem solving. She began her career with Deloitte & Touche, a public accounting firm.

Ruth was born and raised in southwestern Colorado, and attended California Polytechnic State University. She enjoys a range of activities including yoga, skiing, biking, hiking, dining, concerts and anything that involves time with her family.
Culture

CorePower Yoga strives to make yoga accessible to everyone through a variety of yoga styles for all levels, convenient class times and numerous studio locations. CPY’s unique style of power yoga is physically challenging and combines energy, music, movement and heat to create a one-of-a-kind workout. CPY is committed to excellence in customer experience and building authentic connections with its community. CPY instructors are warm and welcoming to make each student feel at home, and the beautiful studios are equipped with spa-like amenities enabling students to squeeze yoga into their busy days. The CPY experience is consistent no matter the studio, the city, or the instructor.

Classes

Drawing from many different styles, CPY’s classes encompass a wide variety of asanas, or poses, and are taught by certified yoga instructors. CPY strengthens, balances, detoxifies and exhilarates the body and mind. CPY classes will have you moving, breathing and sweating. No matter your age, strength or flexibility level, CPY has a yoga class to meet students wherever they are. CPY class styles include:

**CorePower Yoga (levels C1, C1.5, C2, C3)** – CPY’s proprietary heated Power Vinyasa classes incorporate a flow of sequenced asanas that focus on building and engaging core strength to eventually support students in more advanced postures.

**Hot Yoga** – Like traditional Hot Yoga, classes encompass a series of 26 postures performed in a precise order, set to music, in a heated room. This class systematically works the entire body.

**Hot Power Fusion** – Classes are a blend of the powerful elements of Hot Yoga and Power Yoga. It combines the meditative and detoxifying qualities of Hot Yoga with the intensity of Power Yoga. Classes focus on opening the shoulders, hips and spine as well as strengthening core and upper body.

**Yoga Sculpt** – Free weights are added to the CorePower Yoga 2 (C2) sequence creating resistance and intensifying each pose. Classes are designed to tone and sculpt every major muscle group.
Class Benefits

Physical Benefits:
• Increase strength, balance & flexibility
• Increase energy & vitality
• Weight loss
• Cross-train for other athletic pursuits

Emotional Benefits:
• Reduce stress
• Increase self-confidence
• Connect more deeply with loved ones and your community
• Gain a stronger sense of self
• Increase sense of calm
• Improve mental focus

Studio Heat

The majority of CorePower Yoga classes are taught in heated yoga rooms. The heat helps stretch muscle fibers and tendons and aids in injury prevention. Depending on the class, room temperatures average between 85 and 104 degrees.

Benefits of practicing in a heated yoga room:
• Eliminate toxins from your body through sweat
• Increase your heart rate for added challenge
• Enhance metabolism to promote weight loss
• Increase circulation for an efficient, cardiovascular total-body workout
Frequently Asked Questions

Can beginners attend CorePower Yoga classes?
Yes. We welcome all levels and abilities. We recommend all beginners start with a CorePower Yoga Level One class (C1). This Power Vinyasa class is unheated and allows the beginner to experience a common CorePower Yoga flow. We recommend a beginner take 5-10 CorePower Yoga Level One classes before moving on to other CorePower Yoga classes; however, we encourage you to listen to your body and move on when you feel ready.

Is CorePower Yoga a cardiovascular workout?
The practice of moving with breath systematically flushes the internal organs of the body. In CorePower Yoga, the cardiovascular system becomes stimulated. Blood starts moving faster through the body and you are breathing deeply at the same time. This combination causes the blood to become oxygenated to aerobic levels.

Do you have to be flexible to practice yoga?
No. “I can’t do yoga because I’m not flexible” is the number one misconception about yoga among non-practitioners. While starting a yoga practice can seem intimidating, yoga really is for everyone. You may not be flexible when you start, but practicing yoga will increase your flexibility. Yoga lengthens and expands our muscles and relieves toxins that build up from the repetitive motions we put our body through during other types of exercises and activities, such as running, lifting weights or playing sports. Yoga is the best counterbalance to these stresses from other areas of your life.
Teacher Training

CPY offers a nurturing team environment in which to grow and evolve as teachers and as individuals. CorePower Yoga’s highly trained and certified teacher training leaders have been training instructors to teach yoga since 2002 and have set up thousands of yoga instructors for success in the field of teaching yoga. CorePower Yoga offers Power Yoga, Hot Yoga & Hot Power Fusion and Yoga Sculpt Teacher Training Programs as well as Extensions and Level Two Power Teacher Training.

Additionally, CorePower Yoga offers Lifestyle Programs to offer CPY students cross training opportunities and other ways to advance their practice. Programs include something for everyone: BootCamp that boosts fitness and metabolism, the Wellness Cleanse that teaches long-term healthy eating and living, and Yogi Training which deepens and enhances your yoga practice.

“What Makes Us Different

“CorePower Yoga Teacher Training changed my life. It changed the way I practice yoga on and off the mat and I would recommend this program to everyone. Even if you’re not interested in becoming an instructor, the information and guidance given during the program is unbeatable and incredibly beneficial to being a great yogi.”
**Studio Building Design**

CPY studios range in size from one to four room practice studios. The climate-controlled environments utilize the latest technology to efficiently heat and maintain the yoga practice rooms. Each studio is visually modern and has spa-like amenities including changing rooms with showers and private lockers. Additionally, all studios feature a full retail boutique showcasing men’s & women’s activewear and accessories for all yoga and lifestyle needs.

**Green Building Initiatives**

CorePower Yoga’s building and design mission is to create spaces that improve the quality of our students’ lives.

**Water Conservation**

- Automated faucets
- “Super Flush” toilets save .72 gallons of water per flush compared to standard toilets
- Certified by the GREenguard and GREENSeal Environmental Institutes

**Energy Efficiency**

- CPY adheres to all state policies dictating energy efficiency in commercial buildings
- Per Title 24 in California, CPY uses no more than 100 watts of energy per square foot

**Paint**

- Benjamin Moore Natura paint contains zero Volatile Organic Compounds (VOC’s) in the base paint or colorant and is virtually odorless
- Certified by the GREenguard and GREENSeal Environmental Institutes

**Carpeting**

- Modular Interface carpeting contains over 35% post-consumer recycled content and meets the LEED requirement for low-emitting criteria, making it a climate-neutral product
- Certified by the GREenguard Environmental Institute

**Studio Flooring**

- Lonseal flooring in our yoga studios is manufactured with over 40% recycled material, reduces VOC emissions by 80 – 90% and is inherently anti-microbial and anti-bacterial
- Certified by the GREenguard Environmental Institute
About the Trademark

We are CorePower Yoga (CPY).

That’s CorePower, one word, capital C, capital P. The Y in Yoga is capitalized too and there is a space between CorePower and Yoga. After mentioning CorePower Yoga in all its fullness, feel free to shorten our name to CPY. That’s capital C, capital P and capital Y.

We are not:

Corepower
corepower
Core Power
Core Power Yoga
core power yoga
Corepoweryoga
corepoweryoga

Just CorePower Yoga.

Namaste.
“I enjoy CPY immensely and am always recommending the studio to friends, family, classmates and coworkers. From the studio cleanliness, the music, the candlelight classes, the personal attention, the warm and welcoming instructors and the consistently excellent classes, I will be a member for life.”