

## InnovateHer 2016 Business Challenge Local Winner

(1)

Company Lead: Anthony Marrero, President & CEO

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Company Name: Fitness Attitude Corp. #3385303

Company Address: 6100 Arbutus Avenue, Unit 3, Huntington Park, CA 90255

Place of Incorporation: Delaware

Phone: 213-478-8408

website: [www.portableabmat.com](http://www.portableabmat.com)

(2)

Host Organization Name: Women of Virtue & Enterprise Network

Host Address: 601 S. Figueroa Street, Suite 4050, Los Angeles, CA 90017

POC: Dionne Flynn

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(3)

Brief Two Sentence Description:

The **Portable ABMat™** was created by Tony Marrero as a fitness product that assists in working your abs/core and fully maximizes workout routines to gain the most out of them with ease, affordability, and adaptability. It directly contributes to health and wellness along with being meeting market need and being easily commercialized.