**Top U.S. Ironman Triathlete and Twelve-Time Champion Ben Hoffman**

**Joins Cercacor as Athlete Ambassador**

*Hoffman has two top-four finishes at Kona since 2014.*

IRVINE, CALIFORNIA (March 9, 2017) – Cercacor today announced top-ranked Ironman triathlete [Ben Hoffman](http://benhoffmanracing.com) is now working with the company as an Athlete Ambassador. Cercacor makes EmberTM – the world’s first non-invasive hemoglobin tracker for endurance athletes. Ember enables endurance athletes and their trainers to [non-invasively measure](http://www.cercacor.com) hemoglobin, oxygen content, oxygen saturation, perfusion index, pleth variability index, pulse rate, and respiration ratein approximately 30 seconds.

Hoffman earned 2nd- and 4th-place finishes at the Ironman World Championship in Kona in 2014 and 2016, respectively. A 7X Ironman 70.3 and 5X Ironman champion (12 total wins), he lives and trains in Boulder, CO and Tucson, AZ. Hoffman will share his experiences using Ember through social media, his and Cercacor’s websites, videos and limited appearances.

Smaller than a smartphone and using only light, Ember enables users easy and immediate access to key data about their bodies as part of their strategic training regimen. Users download the Ember app to their (Apple / iOS) smartphone or tablet, which then connects to the Ember device via Bluetooth. Athletes and trainers use the app to view, build a historic record, and segment and track their collective data. Ember is available on Cercacor’s website, <http://www.cercacor.com>.

"At the highest level of sport, it's all about details,” explained Hoffman. “With Ember, I'm able to easily and non-invasively track and record my hemoglobin, pulse rate and five other key biomarkers. This data helps me and my coach better understand my body’s response to elevation, training load and more. Ember helps me more closely examine my physiology – the engine that drives my performance."

“Ben is an outstanding athlete, and we’re thrilled to have him join the Cercacor family,” stated Cercacor’s VP of Marketing Mel Chiba. “His total dedication to the sport, smart approach to training and race preparation, and simply being a really nice guy make him a terrific athlete ambassador. Ben’s a great reflection of Cercacor’s commitment to athletes’ efforts to be their best.”

“Ben is one of the finest Ironman triathletes the U.S. has produced,” stated Dotsie Bausch, Cercacor’s marketing strategist & ambassador and a 2012 Olympic Silver Medalist. “He truly values how using biometrics to understand the internal workings of his body can up his game.”

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**About Cercacor:**

Cercacor is an innovator of non-invasive, easy-to-use monitoring technologies. The company helps people access key health indicators – empowering them to better understand their bodies, enhance their fitness levels and reach their full potential. Cercacor is passionate about finding better ways to help endurance athletes and everyday people achieve the extraordinary. Its technologies are licensed by Masimo Corporation, a publicly traded, global leader in the development and distribution of non-invasive monitoring solutions in the healthcare professional market. (Online press kit: <http://press.cercacor.com/>).

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