



VIKTRE.com Goes Live Today!

The First Social Network Exclusive to the World's Elite Athletes is
Now Online at viktore.com

November 18, 2015, Toronto, ON – What do David Ortiz, Rubens Barrichello, and Allison Baver have in common? They're all members of VIKTRE – the first social network exclusive to active and retired pro, Olympic, and national team athletes.

"We're thrilled to bring this unique digital home to life for the elite athlete community," said Al Steele, founder & CEO. "VIKTRE is all about the athlete's voice, and here they can tell their story while connecting with fans, followers, and each other."

VIKTRE will be the home for personal news, commentary, insights and experiences, all from the athlete's point of view. Fans will have a 360-degree view of their favorite athletes from around the world, with greater engagement in their lives, both in and outside the world of sport.

"Whether it's training photos from an active NFL player; business advice from a retired baseball player; social commentary from an Olympic medalist; or an irreverent video by an NBA All-Star; VIKTRE has the story of the athlete, as told in their words. Authentic. Unfiltered. Not to be missed," explained Steele.

Elite athletes will also have a private network where they can network, connect, and collaborate with former teammates and athletes around the globe; an exclusive community that provides learning and business opportunities for athletes in transition.

To sign up as an athlete (active or retired, pro, Olympic, or national team): visit go.viktore.com.

To sign up as a fan, visit viktore.com.

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VIKTRE is all about the athlete; a private social network for athletes to connect and collaborate; a public network for athletes to engage with fans and followers; and a 24/7 streaming page filled with compelling content about the world of the athlete, both in and outside the world of sport.

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