

FOR IMMEDIATE RELEASE

Mad Dogg Athletics, Inc. Settles Spinning® Trademark Suit with Batavus BV

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Venice, Calif. – June 11, 2010—Mad Dogg Athletics, Inc. (“Mad Dogg”), the worldwide leader in indoor cycling bikes, education and products under its famous SPIN®, Spinner® and Spinning® trademarks, is pleased to announce that it has reached a settlement with Batavus BV (“Batavus”), a Dutch manufacturer of bicycles and indoor cycles, in connection with Mad Dogg’s lawsuit against Batavus in connection with the unauthorized use of Mad Dogg’s trademark rights.

Mad Dogg is the owner of the Spinning Family of Trademarks and the inherently distinctive designs and logos shown below. The Spinning Family of Trademarks, consisting of trademarks that have been registered worldwide, has been the leading brand in indoor cycling bikes, educational programs and products for more than 15 years.

Mad Dogg’s SPIN® Family of Trademarks

SPIN®

SPINNER®

SPINNING®

JOHNNY G SPINNER®



Batavus has acknowledged Mad Dogg’s trademark rights and has agreed to permanently discontinue all use of Mad Dogg’s trademarks in connection with its manufacturing, importing, exporting, advertising, marketing and sale of indoor cycles. In connection with the settlement, Batavus has also agreed to pay an amount of money to Mad Dogg.

“MDA is committed to providing authorized fitness facilities, Spinning instructors, and Spinning program participants with the exceptional programming and best-in-class Spinner indoor cycles and related products that have made the Spinning program one of the most successful group exercise programs in history,” states MDA President John Baudhuin. “Vigorously enforcing our trademarks is critical to ensuring that our customers receive the exceptional quality they have come to expect from us since the Spinning program originated nearly 20 years ago.”

MDA systematically enforces its rights through campaigns and public awareness initiatives including advertisements, direct mailings, fitness club displays and events, which include its annual World Spinning and Sports Conference. MDA has licensed the right to use its trademarks to such noteworthy corporations as Nike®, Star Trac® and Gatorade® and has placed its Spinner brand stationary exercise cycles in numerous films, television programs and commercials.

Fitness facilities and clubs offering indoor cycling instruction or products are encouraged to contact MDA to ensure that use of any Spinning related trademark is consistent with MDA’s guidelines.

About Mad Dogg Athletics, Inc.

Venice-based Mad Dogg Athletics, Inc., creator of the Spinning® program and Spinner® line of indoor cycling bikes, is the worldwide leader in indoor cycling bikes, education and products. The company works closely with Star Trac on its patented line of commercial SPIN® and Spinner® bikes and develops Spinning® instructor education programs, such as the SPIN® (Spinning Program Instructor Network), Spinner® bikes for home use and a complete line of branded

apparel and accessories. Through more than 200,000 certified Spinning® instructors and 40,000 official Spinning® facilities, the Spinning® program has improved the health and fitness of millions worldwide. For more information about Mad Dogg Athletics and the Spinning® program, visit www.Spining.com.

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