

MAD DOGG ATHLETICS, INC.

Corporate Profile

Venice, California-based Mad Dogg Athletics, Inc., creator of the Spinning® indoor group cycling program, has brought fitness, health and balance to millions worldwide through the distribution of quality products and innovative instructor training programs.

Founded in 1992 by Spinning program creator Johnny G and John Baudhuin, the company's mission was to make the Spinning program available to individuals worldwide while maintaining the sound training principles that differentiate Spinning from other indoor cycling classes. This focus prompted Mad Dogg to develop quality equipment and unmatched instructor training programs that made the Spinning program the industry leader in equipment-based group exercise—and Mad Dogg one of the largest fitness education companies in the world.

To date, over 120,000 certified Spinning instructors have shared the program's life-changing benefits with millions worldwide. The Spinning program is available at over 25,000 fitness clubs in 80 countries, making it the preferred choice for indoor cycling bikes, education and products. Mad Dogg keeps Spinning instructors ahead of the pack with an extensive selection of continuing education workshops and by hosting the World Spinning & Sports Conference (WSSC), which features Instructor Orientation, continuing education workshops, fitness symposiums and invigorating specialty rides.

Mad Dogg works closely with Star Trac on a patented line of Spinner® bikes designed specifically for the Spinning program. The company also creates and sells a complete line of Spinning-branded apparel, accessories, DVDs, music and a home version of the Spinner bike via its website, www.spinning.com.

In its effort to promote a well-rounded approach to fitness, Mad Dogg also offers instructor training for Resist-A-Ball®, the U.S. leader in stability ball education and training. Thousands of fitness professionals have gained the ability to provide instruction on stability ball exercises that increase flexibility, coordination and core strength by participating in Resist-A-Ball Orientation and continuing education workshops. A line of Resist-A-Ball DVDs, stability balls and training resources are sold at www.resistaball.com.

With over 50 employees, an international team of 150 Master Instructors and offices in Venice, CA, The Netherlands and Italy Mad Dogg is well poised for continued international growth. For more

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information on Mad Dogg Athletics, the Spinning Program or Resist-A-Ball please call 800.847.7746 or visit www.spinning.com or www.resistaball.com.

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