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**THE SPINNING® PROGRAM PROMOTES BALANCED APPROACH TO
HEALTH AND FITNESS**

***The Spinning Program's Straightforward Approach to Fitness Continues to
Attract Millions Worldwide***

VENICE, Calif. (July 1, 2005)— The latest trend in fitness is surprisingly lackluster. Experts are working hard to get the word out that there is no magic solution—and that a balanced lifestyle incorporating exercise and healthy eating habits is the key to losing weight and keeping it off.

This simple yet profound philosophy mirrors the Spinning program's straightforward approach to fitness. The Spinning program is the original and most popular indoor group cycling class. Over fifteen years after the program's introduction, club members continue to flock to classes. To date, the Spinning program has reached over 25,000 clubs and millions of enthusiasts in 80 countries worldwide—and the fad-free program's simplicity is the key to its longevity and worldwide popularity.

The Spinning program's simple foundation—pedaling— is one reason for its popularity. With no complicated movements or routines to memorize, the Spinning program is an appealing alternative to many other group exercise formats. Rather than standing around watching an instructor perform moves that look far easier than they are or getting frustrated with classes that are too easy or

too difficult, Spinning class participants are busy pedaling—and torching up to 500 calories per 40-minute session.

Because riders control the resistance on their own Spinner® bike, they're able to benefit from the energy and sense of community that the group exercise format provides while maintaining the ability to go at their own pace. An international team of over 100,000 highly trained Spinning instructors provides coaching and individual attention and use motivational music and visualization to create invigorating rides and a supportive atmosphere. Regardless of age or fitness level, the program enables individuals to customize their workout—so everyone from beginners to seasoned athletes gets the workout that's right for them.

All riders are encouraged to train smarter—not harder, by using a heart rate monitor to gage the intensity of their effort. Heart rate training is one of the most effective ways to reap maximum benefits from a workout— and it's also the cornerstone of the Spinning program. The Spinning program incorporates carefully crafted Energy Zones™ that correspond with heart rate and deliver specific training benefits including building endurance, increasing strength and promoting muscle recovery. In addition to helping participants achieve their specific goals, heart rate training can also prevent over-training, burnout and injury.

While the Spinning program's ability to challenge the body and engage the mind remains unchanged, Mad Dogg Athletics, Inc., developer and marketer of the Spinning program, has developed new concepts like YogaSpin™, SPIN® Core and SPIN® Flex that work to develop overall fitness by increasing endurance, strength and flexibility. And because exercise is only part of the equation, Mad Dogg Athletics also developed a turnkey 8 Week Weight Loss Program featuring clear-cut nutritional guidelines to help Spinning participants make healthier choices outside of the gym.

John Baudhuin, President and Co-founder of Mad Dogg Athletics states, “The goal of the Spinning program is to offer a mind/body workout that helps individuals lead healthier, more balanced lives. The motivating environment our instructors create, the camaraderie that develops among students and the results that Spinning participants see over time keep them coming back for more.”

About Spinning® and Mad Dogg Athletics, Inc.

The Spinning program offers an energizing, cycling-inspired group exercise training program with expert coaching, exhilarating music and a unique mind/body philosophy—all at a self-directed pace. The Spinning program has reached more than 25,000 clubs and millions of enthusiasts in 80 countries worldwide. Venice California-based Mad Dogg Athletics, Inc. is the worldwide leader in indoor group cycling bikes, education and products. The company works closely with Star Trac® on its patented line of Spinner bikes and develops and markets Spinning instructor orientations, continuing education programs and offers a complete line of Spinning-branded apparel and accessories. For more information about Mad Dogg Athletics, Inc. and the Spinning program, visit www.spinning.com.

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