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STAR TRAC & MAD DOGG ATHLETICS INTRODUCE SPINNING® COMPUTER

Handlebar-Mounted Device Promotes More Effective Workouts and Optimizes User Experience

IRVINE, CA—(October 23, 2006)—Star Trac, an international leader in the commercial fitness equipment industry, and Mad Dogg Athletics, creator of the ubiquitous Spinning® program, have co-launched the Spinning® Computer, a user friendly tool designed to help Spinning program participants get more out of every class.

Designed to link Spinner® bikes—the only bikes built especially for the Spinning program—with the world’s most popular form of indoor cycling, the Spinning Computer enables participants to quantitatively measure their progress and success. The Spinning Computer was designed to provide constant access to cadence (RPM) and heart rate, which together, form the foundation for goal-oriented Spinning rides focused on promoting strength, endurance, interval training or recovery. Using this information, students can adjust the bike’s resistance or the speed of their pedal stroke to ensure that they’re deriving the ride’s intended benefits. Upon completion of each session, the Spinning Computer displays average heart rate, an estimate of calories expended and distance and time traveled.

“It’s not uncommon to see students pedaling way too fast, with almost no resistance,” states Spinning Master Instructor and professional cyclist Joshua Taylor. “Spinning instructors are trained to remind students to go at their own pace, but short of frequent cadence and heart rate checks, there’s never been a seamless, foolproof way for students to quantify their efforts. The Spinning Computer takes the guesswork out of training and gives participants the feedback they need to remain motivated whether they’re riding at home or at a fitness facility.”

In addition to providing students with clear-cut feedback and inviting them to take a more strategic approach to each ride, the Spinning Computer gives instructors a whole new way to teach. To ensure that Spinning instructors are empowered to craft motivating rides grounded in the principles of cadence and heart rate training, Mad Dogg Athletics teamed up with Joe Friel, acclaimed cycling coach and author of *The Cyclists' Training Bible*, to develop the *Cadence, Heart Rate & Class Design* workshop. This workshop teaches Spinning instructors to develop effective, goal-oriented classes incorporating the Spinning Computer.

The wireless Spinning Computer mounts directly on the handlebars of all Spinner bikes—including the Spinner Sport and Velo home models. The product will be available on www.spinning.com in mid-October and will retail for \$159.

About Star Trac

Star Trac is a full-service fitness company offering a complete line of high quality, user-focused cardiovascular and strength equipment. More than 3 million people in over 70 countries use Star Trac exercise equipment daily. The company is partnered with Mad Dogg Athletics, the creators of Spinning®, as the manufacturer for all three Spinner® bikes including the revolutionary Spinner® NXT. Visit www.startrac.com for more information.

About Mad Dogg Athletics

Venice California-based Mad Dogg Athletics, Inc., creator of the Spinning program, is the worldwide leader in indoor group cycling bikes, education and products. With over 135,000 instructors and 30,000 official Spinning facilities, the Spinning program brings expert coaching and an exhilarating, cycling-inspired experience to millions worldwide. The company works closely with Star Trac on its patented line of Spinner bikes and develops and markets Spinning instructor education and a complete line of Spinning-branded apparel. For more information about Mad Dogg Athletics, Inc. and the Spinning program, visit www.spinning.com.

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