

PRESS RELEASE

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STAR TRAC® PUT THE WHEELS IN MOTION WITH GATORADE & SPINNING®

Star Trac®, the fastest growing company in commercial fitness, has just completed a partnership deal between Spinning®, the market leader in indoor cycling and Gatorade, the makers of electrolyte enriched sports drinks. It will allow UK health and fitness facilities which have an agreement with Gatorade to send personal trainers and staff to a free two day Spinning® Certification course.

The two-day certificate, which also includes a six month assessment process, focuses on building practical and theoretic knowledge, teaching different techniques and coaching skills and advice on building specific ride profiles to music. Each graduate will then be qualified to teach at official Spinning® facilities worldwide and have access to the ongoing Spinning® advanced continuing education process. This gives them the chance to enhance their skills in the future.

Sarah Morelli, Education & Development Manager at Star Trac® Europe and International Presenter for the Spinning® and HumanSport Programs, says: "Spinning® classes currently account for a market share estimated at over 70% globally. This new program gives all health and fitness staff the chance to learn more about Spinning® in general as well as extend their offering as a fitness facility. The involvement with Gatorade further enhances the offering, providing instructors with a sound knowledge and understanding of the importance of remaining hydrated during physical exercise."

The free training is available to all health and fitness facilities that commit to a 12-month supply of Britvic soft drinks, or vending machines in their gym. When signing up to this offer, each venue will also be provided with exclusive Star Trac® discount vouchers which can be redeemed against any Star Trac® product.

For more information about this partnership, or any other Star Trac® initiative then please contact Entice Communications on 020 8959 3656, or email lisa.m@enticecommunications.com.

Questions about the Spinning® program or SPIN Fitness may be directed to the EU office at +44 7900410161 or email Carlene Meyer at Cmeyer@spinfitness.com.

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About SPIN Fitness® (Mad Dogg Athletics, Inc.)

The home of the Spinning®, Peak Pilates® and Resist-A-Ball® brands, SPIN Fitness® is world's largest equipment-based education company. SPIN Fitness has trained over 200,000 instructors and has reached millions of enthusiasts in over 80 countries worldwide through a network of over 35,000 fitness facilities. The company manufactures home Spinner® bikes, Pilates and functional training equipment, DVDs, and a complete line of Spinning-branded apparel and accessories. SPIN Fitness also works closely with Star Trac, who distributes the patented line of Spinner® bikes for the commercial market. Find out more about SPIN Fitness equipment, products and education at www.spinfitness.com. *Spin®, Spinning®, Spinner®, Spin Fitness®, and the Spinning and Spin Fitness logos are registered trademarks of SPIN Fitness / Mad Dogg Athletics, Inc.*

About Star Trac®

Star Trac® is the fastest-growing commercial fitness equipment supplier in the industry and is renowned for its revolutionary, user-focused cardiovascular fitness equipment. Building on a history of innovation dating back to 1975, Star Trac® manufactured components for the first electronic cardiovascular machines. Since then its mission has been to help mould lifelong habits for health and fitness.

All Star Trac® products are easy to maintain with extended warranties available on parts and labor, ongoing service contracts and live expert technical support seven days a week to ensure peace of mind and a service that is second to none. Star Trac®, industry leader in preventative maintenance, uses only employed technicians and provides a 48-hour UK call-out service with an average response time of 24 hours and first time fixed rate of 98%.