



Mad Dogg Athletics Contact: Jennie Santos jsantos@spinfitness.com / 800-847-7746

Core Strengthening Gets a New Edge

Indoor cycling giant Mad Dogg Athletics, Inc. acquires exclusive distribution of Bodyblade®

VENICE, CA, For immediate release – Mad Dogg Athletics, Inc., creators of the Spinning® program and patented line of Spinner® bikes, announced today a deal to own the exclusive distribution rights for the ground-breaking Bodyblade® product line. This newly-formed relationship allows Mad Dogg Athletics to enhance their outstanding reputation of providing the fitness industry's most innovative equipment and instructor education.

The decision to make the move to Mad Dogg Athletics will allow the Bodyblade system better exposure, additional global brand awareness and new areas for growth—specifically in education. As the world's largest equipment-based education company, Mad Dogg Athletics is uniquely qualified to create the right curriculum for the Bodyblade system. Mad Dogg Athletics annually holds thousands of continuing education and certification courses in multiple disciplines including Spinning® group cycling, Peak Pilates®, freeFORM® Board and Resist-A-Ball® stability ball training.

Bruce Hymanson, Physical Therapist and founder of Bodyblade, explains why Mad Dogg Athletics is the perfect choice for this partnership: "The key to any successful company is the management and philosophy of how the business should be run. John Baudhuin, CEO of Mad Dogg Athletics, is one I have come to know and respect for many years in business, and I have the greatest respect for his abilities. Their infrastructure is perfect for introducing Bodyblade education to facilities around the world. This organization is reflected throughout the management team and employees at Mad Dogg Athletics."

Mad Dogg Athletics saw an opportunity to add a product line that would appeal to the hundreds of thousands of trained instructors and their global distribution channel of over 35,000 facilities. Combined with the online retail presence, distribution relationship with Star Trac® and global reputation in the fitness industry, Mad Dogg Athletics will expose the Bodyblade system to thousands of new customers worldwide. Additionally, the planned roll-out of new products and education will enhance the experience for the nearly one million people that already use the Bodyblade.

John Baudhuin, founder of Mad Dogg Athletics, has a long history of incubating unique brands and Bodyblade fits perfectly into this core competency: "The Bodyblade has a broad appeal in that it is simple to use, challenging to master and effective in numerous practical applications. Bruce has a tremendous reputation and the Bodyblade system has proven that it is an effective training and rehab tool for thousands of professionals and their clients, including numerous professional athletes. Our ability to advance products through comprehensive education and distribution is unrivaled, and it is exactly what the Bodyblade system needs to take it to the next level. We envision this system as an excellent enhancement for group exercise and to the home fitness enthusiast for the same reasons: the Bodyblade is simple to understand, effective and fun to use."

Hymanson, Inc. will continue to manufacture the patented Bodyblade, and the system will maintain its core product line of products, including the Pro, CxT, Classic, Lite and Cardio models. The entire product line and communications pieces will be updated with new graphics, and an improved website will be live June 1st, 2009 at www.bodyblade.com. Education and group exercise programs are in the pipeline and are slated for availability in the third quarter of 2009.

Mr. Hymanson will be an integral part of the Mad Dogg Athletics team and will lead the product development and education for the Bodyblade system. Questions regarding Bodyblade can now be directed to the Mad Dogg Athletics corporate office in Venice, California at 800-77BLADE(25233).



Mad Dogg Athletics Contact: Jennie Santos jsantos@spinfitness.com / 800-847-7746

Mad Dogg Athletics, Inc.

The home of the Spinning[®], Peak Pilates[®], Resist-A-Ball[®], Bodyblade[®] and freeFORM[™] brands, Mad Dogg Athletics is the world's largest equipment-based education company. Mad Dogg Athletics 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. Mad Dogg Athletics also works closely with Star Trac[®], who is the licensed distributor of the patented line of Spinner[®] bikes for the commercial market. Find out more about Mad Dogg Athletics equipment, products and education at www.spinfitness.com or by calling 800-847-SPIN(7746).

Bodyblade[®]

Founded by Physical Therapist Bruce Hymanson, the Bodyblade system is an effective core strengthening tool used by tens of thousands of fitness professionals, including athletes, universities, medical and rehab facilities. The Bodyblade is available in various lengths and weights that accommodate a wide variety of needs from sports-specific to rehabilitation and group exercise classes. The Bodyblade has been featured in numerous publications including Men's Fitness, Personal Fitness Pro, the LA Times and more. For additional information on the Bodyblade system, contact Mad Dogg Athletics at 800-77BLADE(25233) or visit www.bodyblade.com.

###