



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

Announcing the Ultimate in Fitness Fusion

Indoor cycling giant Mad Dogg Athletics, Inc. acquires industry innovator Peak Pilates

VENICE, CA, March 12, 2009 – Mad Dogg Athletics, Inc., creators of the Spinning® program and patented line of Spinner® bikes, announced today the acquisition of Peak Pilates®. 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.

Mad Dogg Athletics saw an opportunity to add a product line to their global distribution channel of over 35,000 facilities that would do for Pilates what the Spinning program has done for group exercise. Combined with its other brands, distribution relationship with Star Trac and global presence in the fitness industry, the company sees a bright future for Peak Pilates and the entire Pilates category.

"We approached Peak Pilates because of their innovative programs, extensive team of professionals and their exceptional, high-quality products. We share a passion for providing best-in-class equipment and education. We view their revolutionary MVe® program as an unmatched group exercise solution that is fun, challenging and gets results. It enhances member retention while meeting demand for equipment-based Pilates programming. With Peak's expertise in classical Pilates programs and products, we see unlimited opportunity to expand in the fitness and studio markets. We're excited to offer Peak's outstanding equipment and programs to our network of facilities, instructors and enthusiasts, and look forward to working with their seasoned management team," said John Baudhuin, CEO of Mad Dogg Athletics.

Over the past twelve years, Peak Pilates has created an industry leading line of classical Pilates equipment and unparalleled education programs. Looking to the future, Julie Lobdell, President of Peak Pilates, led the company through rigorous product design and testing in order to create the MVe® (Maximum Versatility Exercise) program. The MVe program is a heart-pumping, music-driven group exercise workout that everyone can enjoy. It includes patented, stackable Pilates chairs and reformers, on-site instructor training, pre-designed group class formats, DVDs, marketing and implementation support.

The MVe program sets the stage for a facility to expand into other revenue-generating opportunities with a variety of fee-based Pilates training options. Similar to the Spinning program, health clubs and commercial facilities enjoy a minimal up-front investment and quick turnaround to launch the programs.

"We have proudly worked with Mad Dogg Athletics to distribute the Spinning line of products for the past seven years in the commercial market and believe the addition of the Peak Pilates product line and education will strengthen their leadership position in the equipment-based group exercise category," said Randy Bergstedt, Star Trac® Vice President of Marketing.

"I am pleased to join forces with a true pioneer in the fitness industry. We look forward to leveraging the talents and strengths of both organizations to provide the ultimate in fitness solutions," said Lobdell.

Lobdell will serve as President of the Peak Pilates division at their office in Boulder, Colorado. Questions regarding all Pilates equipment, training and products should be directed to Peak Pilates customer service at 1-800-925-3674.

Spinning (IHRSA booth 1624), Mad Dogg Athletics (626) and Peak Pilates (2128) will be showcasing the latest in equipment and fitness solutions at the 28th Annual IHRSA Conference in San Francisco, CA, March 16-19, 2009.



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Mad Dogg Athletics, Inc.

The home of the Spinning®, Peak Pilates® and Resist-A-Ball® brands, Mad Dogg Athletics is 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 distributes 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).

Peak Pilates®

The Boulder, Colorado-based company was founded in 1996 and provides a complete Pilates solution, including innovative equipment designs, unparalleled instructor training and expert consulting services. Peak Pilates has built a reputation for its industry-leading staff, high-quality classic studio equipment and extensive certification programs. Peak Pilates is a global leader and has focused on making Pilates more accessible through group exercise programming and personal training, which appeals to a wide demographic. For more information call 1-800-9725 or visit www.peakpilates.com.

Star Trac®

Star Trac, headquartered in Irvine, Calif., is the fastest-growing company in the commercial fitness industry. This success has been driven by user-focused product innovations that were inspired by the company's mission to provide products to mold lifelong habits for health and fitness. Star Trac's complete line of cardiovascular and strength equipment includes Impact Strength™, the Instinct™ Circuit Program™, the E Series, and the HumanSport™ line. The company is also partnered with Mad Dogg Athletics as the manufacturer for Spinner® bikes including the groundbreaking Spinner® NXT. While more than four million people in over 75 countries use Star Trac exercise equipment daily, the company knows it must do more. Global obesity is on the rise. It's time to Expect Different (www.expectdifferent.com). For more information about Star Trac call 1-800-228-6635 or visit www.startrac.com.

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