

### Life Fitness Names McCarthy VP for the Americas

Life Fitness has named Tim McCarthy vice president for the Americas, responsible for performance in the United States, Canada and Latin America.

Most recently, McCarthy was vice president of Life Fitness' international business unit overseeing sales for Europe, Middle East, Africa and Asia. Since joining the company in 1991, McCarthy has held sales and management positions of increasing responsibility in the athletic, consumer, education, government, hospitality and commercial dealer segments of the business. Frank van de Ven will assume responsibility for the international business, having previously served as the vice president of sales for Europe, Middle East and Africa.

"Tim has 20 years of experience in the fitness industry, and has successfully overseen our international business during the last year," said Peter B. Hamilton, who is currently leading Life Fitness. "He understands our industry and the business challenges faced today, and I am confident that he will be a welcomed leader and will grow the strong partnerships we have made with customers throughout the Americas."

For more information visit [www.lifefitness.com](http://www.lifefitness.com) or call 800-634-8637.



McCarthy



### Freedom Climber Puts Climbing Within Reach

Freedom Climber puts climbing in your reach and provides you all the benefits of climbing while keeping you a safe distance from the floor. It takes the total body workout to a new level as the rotational action of the climbing surfaces challenges your muscle groups from the core out. Mounting to a wall and extending out just 8 inches and capable of fitting in a room with 8 foot ceilings, the Freedom Climber's compact design now brings fun, challenging, continuous climbing to any empty wall in your gym, office, home, or school.

The Freedom Climber is non-motorized, requires no electricity to operate, and being constructed of recycled and renewable materials it is a very green product.

How it Works: the climbing surface rotates both directions. The action of climbing causes the rotation. The speed of rotation can be adjusted and is controlled and held constant by a patented mechanism. With the turn of a knob the speed of rotation can be set anywhere from a slower, easy climb to a rapid, challenging climb. The climber is climbing while maintaining a safe distance from the floor at all times. As the climber attempts to climb up, the climbing surface rotates down keeping the user in the same location. When the climber stops climbing the rotation stops.

Find out what fitness enthusiasts from Helsinki to Dubai and from Anchorage to the Philippines are experiencing as they incorporate Freedom Climber climbing into their fitness routine.

For more information go to [www.freedomclimber.com](http://www.freedomclimber.com). Contact us at [info@freedomclimber.com](mailto:info@freedomclimber.com) or call 717-940-2701.

### RealRyder Available on GSA



RealRyder® International LLC, makers of the RealRyder® ABF8 Indoor Cycle, is proud to announce that purchases can now be made through GSA's Multiple Award Schedule, under GSA#: GS-03F-0104W

The RealRyder® Indoor Cycle is one of the few fitness products that can be justifiably categorized as "revolutionary." The RealRyder® Articulating Bike Frame design allows you to tilt, turn and lean as you ride, providing the sensation of an outdoor road bike.

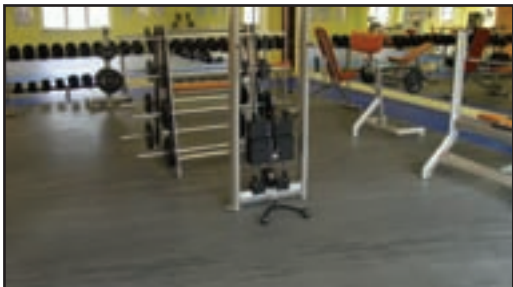
The result is a more comprehensive functional cycling workout that improves strength, stability and coordination of the upper and lower body—with special emphasis on activating the core muscles.

"We are honored to be part of the military family and we are committed to helping keep our servicemen and women fit and healthy," said Rich Hanson, Executive Vice President and Director of Government and Military Sales at RealRyder® International LLC.

For more info visit web site at: [www.RealRyder.com](http://www.RealRyder.com).

### New Surfacing Products from Sport Court

SportFitness is a new, exciting line of products from Sport Court that can be used for everything from weight lifting to yoga. “Our new line of products are a welcome improvement upon the institutional ‘black rubber mats’ used in so many gym settings,” according to the company.



SportFitness is lightweight, easy to install and requires no adhesives, making it one of the most unique floors in the industry. SportFitness is much more than a floor; it is an economical way to enhance your facility, give your customers a safe, resilient surface, and help them enjoy a healthier workout.

Since 1974, Sport Court has designed and built nearly 100,000 projects worldwide in more than 100 countries on all seven continents. Whether it is an outdoor basketball court, an indoor gymnasium or a commercial outdoor court, you’ll know that you will be receiving the experience of one of the world’s largest court building networks. Its products are endorsed by many leading sports associations, including the NBA, NCAA, FIBA and the U.S. Soccer Foundation.

For more information call 1-800-421-8112 or visit [www.sportcourt.com](http://www.sportcourt.com).

### Spinning Nation’s Ride 2 Recovery a Success

More than 2,500 participants in 420 clubs nationwide raised over \$200,000 for Spinning Nation 2010, the third annual charity event. Spinning Nation was hosted by Spinning®, the world’s leading indoor cycling brand, and benefitted Ride 2 Recovery, a



charity that assists in the mental and physical rehabilitation of men and women in the Armed Forces.

Riders across the United States collected monetary donations from friends, family and fellow co-workers to sponsor their ride. Fitness clubs nationwide donated their indoor cycling studios and supplied instructors for two one-hour rides. This year, Spinning partnered with 24 Hour Fitness, the American Legion Auxiliary and United Healthcare as sponsors for this unique event.

“We’re really proud of the Spinning community and their tremendous support of Spinning Nation 2010,” said John Baudhuin, CEO of Mad Dogg Athletics. “Ride 2 Recovery is an amazing organization and their dedication to helping our wounded soldiers is truly inspiring. We’re already working on next year’s event and look forward to supporting Ride

2 Recovery’s ongoing efforts throughout the rest of this year.”

Ride 2 Recovery is produced by the Fitness Challenge Foundation, in partnership with the U.S. Military and the Veterans Affairs Volunteer Service Office, to benefit mental and physical rehabilitation programs that feature cycling as the core activity. Ride 2 Recovery raises money to support Spinning Recovery Labs and outdoor cycling programs at military and VA locations across the United States to help injured veterans overcome obstacles they face.

Home of the Spinning®, Peak Pilates®, Resist-A-Ball®, Bodyblade®, freeFORM® and SPIN Fitness® brands, Mad Dogg Athletics is the world’s largest equipment-based education company.

For more information visit [www.ride2recovery.com](http://www.ride2recovery.com) or [www.maddogg.com](http://www.maddogg.com)

### Zogics Awarded GSA Contract for Wipes

Zogics is pleased to announce its award of a General Services Administration (GSA) contract, number GS-03F-0146W. Zogics pre-moistened gym wipes are now available under GSA Schedule 78 and can be found on the GSA Advantage! online ordering website, making Zogics’ popular equipment cleaning wipes more readily accessible to government agencies and their respective purchasing agents.

“Our products are already being used by U.S. military facilities throughout the world, with current customers from all branches of service: the Army, Air Force, Navy, Marine Corps, and Coast Guard” said Zogics Owner Paul LeBlanc. “GSA approval allows us to better serve a wider range of government customers with ease of ordering and preferential pricing. This is an important milestone for Zogics, and we are honored to have the opportunity to grow our relationships with the armed forces and other federal agencies.”

Zogics is a leading supplier of pre-moistened gym wipes, hand sanitizers (alcohol-free & alcohol-based), green disinfectants, and eco-friendly air fresheners, all of which are made in the United States. Zogics is also an authorized distributor of Philips automated external defibrillators (AEDs). Zogics donates 1% of all sales to organizations that help protect the environment, and backs all products with a 100% satisfaction and pricing guarantee.

Additional information can be found at [www.zogics.com](http://www.zogics.com) or by calling 888-623-0088.



—GRF