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INDUSTRY LEADERS INK LONG-TERM, GLOBAL DEAL

Star Trac and Mad Dogg Athletics to Co-market Spinning® Indoor Cycling Program for Ten More Years

IRVINE, Calif. (June 1 2006)—Fitness industry powerhouses Star Trac— widely known for its innovative line of cardiovascular and strength equipment—and Mad Dogg Athletics—creator of the famed Spinning® indoor cycling program—announced that they will continue their efforts to collectively market and distribute the Spinning program for ten more years.

The agreement, which renders Star Trac the exclusive equipment provider for the Spinning program, empowers the two companies to continue their joint effort to sell Spinner® bikes and Spinning programming and education worldwide. The two companies, who have worked together since 2002, have sold over 150,000 Spinner® bikes to over 30,000 Official Spinning Facilities worldwide—and trained over 150,000 certified Spinning instructors. Together, Spinner bikes by Star Trac and certified Spinning instructors have generated millions of enthusiasts worldwide and made Spinning the most popular indoor group cycling class.

“We are very pleased to be working with Star Trac and are proud of the level of service and quality products that Star Trac brings to the Spinning program,” says John Baudhuin, President and CEO of Mad Dogg Athletics. “Our long-term commitment allows both Star Trac and MDA to maintain our position as the leading indoor cycling company worldwide.”

“As a direct result of our partnership with the Spinning program, our indoor cycling market share now exceeds 50%,” says Steve Nero, Star Trac’s President and CEO. “The combination of user-focused equipment design and quality instructor education yields group exercise programming

that boosts member satisfaction and retention while offering members a rewarding experience. We are happy that we will be able to continue offering our customers this capability via our partnership with MDA.”

About Star Trac

Star Trac is a full-service fitness company offering a complete line of high-quality, user-focused cardiovascular and strength equipment. Best known for its Pro Series treadmills, upright and recumbent bikes, Star Trac recently introduced the Pro and Elite CrossTrainers with a smooth lower body motion. The Elite CrossTrainer features SelectFit™, which allows users to select either a “push” or “pull” upper body motion for a total body workout or to disengage the upper body motion. Another new product is the redesigned Pro Stepper that features motivating workout programs and personal cooling fans.

Star Trac also offers a full range of selectorized, plate-loaded and free weight strength equipment including the new, user-focused, space-efficient Instinct™ line and the HumanSport™ dual function training line. 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.

More than 3 million people in over 70 countries use Star Trac exercise equipment daily. Visit www.startrac.com for more information.

About Spinning® and Mad Dogg Athletics, Inc.

The Spinning program offers an energizing, cycling-inspired group exercise training program with expert coaching, exhilarating music and a unique mind/body philosophy—all at a self-directed pace. The Spinning program has reached more than 25,000 clubs and millions of enthusiasts in 80 countries worldwide. Venice California-based Mad Dogg Athletics, Inc. is the worldwide leader in indoor group cycling bikes, education and products. The company works closely with Star Trac® on its patented line of Spinner bikes and develops and markets Spinning instructor orientations, continuing education programs and offers a complete line of Spinning-branded apparel and accessories. For more information about Mad Dogg Athletics, Inc. and the Spinning program, visit www.spinning.com.

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