



MAD DOGG ATHLETICS, INC. NAMES BRAD THORP NEW VICE PRESIDENT OF SALES

VENICE, Calif. (May 10, 2011) – Mad Dogg Athletics, Inc. today announced that health and fitness industry veteran Brad Thorp has been named Vice President of Sales.

Thorp joins Mad Dogg Athletics from Balanced Body Pilates. He will oversee the operations of the sales division including worldwide sales strategy, accelerating customer and revenue growth, identifying and implementing expansion into new markets, and achieving greater penetration within existing markets.

“We are thrilled that Brad has joined the Mad Dogg Athletics team,” said John Baudhuin, CEO, Mad Dogg Athletics, Inc. “His extensive health and fitness experience, Pilates expertise and enthusiasm for team-building will be an asset to this role and to the company as we continue to grow globally.”

Thorp has extensive experience in strategy, sales, business development and management. He has been in the health and fitness industry for more than two decades and has served as a premiere Pilates consultant to the fitness market for the past 9 years. Most recently, he served as Director of Commercial Sales Worldwide for Balanced Body Pilates where he implemented major product launches and consistently showed revenue and profitability growth in his areas of influence.

“Having been involved in the fitness industry for the last 21 years, I believe Mad Dogg Athletics is positioned to continue its growth in the education of fitness professionals,” said Thorp. “With its leading equipment and programming, Mad Dogg Athletics can help all fitness related markets create a profitable business unit.”

Thorp assumes his responsibilities today, and can be contacted at bthorp@maddogg.com or 310-740-8826.

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ABOUT MAD DOGG ATHLETICS, INC.

Home of Spinning[®], Peak Pilates[®], Resist-A-Ball[®], and Bodyblade[®]. 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 and studios. The company manufactures Spinner[®] bikes, Pilates equipment and functional training products, DVDs, and a complete line of apparel and accessories. Find out more about Mad Dogg Athletics brands, equipment, products and education at www.maddogg.com or by calling 800-847-SPIN (7746).