



FOR IMMEDIATE RELEASE

SPINNING® PAVES THE ROAD FOR SUCCESS AT THE 20th “WORKOUT FOR SOPHIA” BENEFITTING THE SOPHIA CHILDREN’S HOSPITAL

VENICE, Calif. (March 8, 2011)—Mad Dogg Athletics and Innovex Fitness, the Spinning® Distributor in The Netherlands, partnered to provide 400 Spinner® bikes for the “Workout for Sophia” charity event held in The Netherlands on February 5–6. The event was a huge success and helped raise \$560,000 to benefit the Sophia Children’s Hospital.

Cees van Toor, Managing Director Mad Dogg Athletics Europe, was on hand to open the first 3-hour block that launched the two-day Spinning event, “Ride for Sophia,” where Spinning enthusiasts came together to ride to benefit the Sophia Children’s Hospital.

“We are really proud to be associated with ‘Ride for Sophia’ and of Cees van Toor for his work to make the event a tremendous success,” said John Baudhuin, CEO of Mad Dogg Athletics, Inc. “The ride to benefit the Sophia Children’s Hospital is a great cause and one that is very personal to the entire Mad Dogg Athletics family. Cees’ daughter suffers from a rare condition and the Sophia Children’s Hospital has been a great resource for Cees and the entire van Toor family.”

The Sophia Children’s Hospital is continually engaged in research into the causes of diseases and new methods of treatment. Children who are admitted to the hospital are provided with cutting-edge treatment in an environment that fosters support for the families and their children. For additional information visit www.vriendensophia.nl

ABOUT MAD DOGG ATHLETICS, INC.

Home of the Spinning®, Peak Pilates®, Resist-A-Ball®, Bodyblade®, and SPIN Fitness® brands, Mad Dogg Athletics is the world’s largest equipment-based education company. Mad Dogg Athletics has trained more than 200,000 instructors and has reached millions of enthusiasts in more than 80 countries worldwide through a network of more than 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 the Mad Dogg Athletics brands, equipment, products and education at www.maddogg.com or by calling 800-847-SPIN (7746).

ABOUT INNOVEX FITNESS

Innovex Fitness was founded in 1993 by Cees van Toor and is located in Maassluis, The Netherlands. The company is a distribution channel for fitness equipment for the Benelux market (Belgium, Netherlands and Luxembourg). Innovex Fitness is the official distributor for all Star Trac® equipment including the Spinner® bikes in the Benelux and since 2002, it has been the leading distributor for Star Trac in Europe.

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