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NEW BIKE BRINGS SPINNING® PROGRAM BENEFITS HOME

Home Spinner® bike blends the energy and excitement of the Spinning® program with the convenience of working out at home

VENICE, Calif. (July 13, 2005)— The Center for Disease Control indicates that in addition to reducing the risk of coronary disease, physical activity also decreases risk of stroke, colon cancer, diabetes and high blood pressure. Yet less than half of Americans get the exercise they need to reap these potentially life-saving benefits.

Between work, family and ever-growing to-do lists, finding time to hit the gym is an understandable challenge for many Americans—which makes home workouts an attractive option. According to American Sports Data, Inc., home exercise equipment is owned and used in 33% of U.S. homes. Yet while home workouts may offer unrivaled convenience, many lack the infectious excitement of group exercise classes, which can compound the challenge of staying motivated.

The Home Spinner bike brings the unrivaled energy of the Spinning program to your home—on your schedule. “Whether you’re a Spinning enthusiast who can’t always make it to class or someone who is new to the Spinning program, our home program is a great way to condition the body and the mind,” says CEO and President, John Baudhuin.

Like the Spinner® bikes used in health clubs around the world, the Home Spinner bike is designed to offer riders a ‘real bike’ feel. Created from durable steel, the home version of the Spinner® includes the following features:

- A **weighted flywheel** to generate momentum and keep pedals moving. This allows for a non-impact workout and a fluid pedal stroke.
- An easy-to-adjust **resistance knob** to let riders control the intensity of their workout.
- **Patented handlebar design** with no-slip foam grips to provide comfort, safety, and easy adjustability for riders of all sizes and abilities.
- A wide, **padded seat** to promote comfort and balance during every ride. The seat can be adjusted both horizontally and vertically to create a personalized fit.

The following DVDs are included with each bike and together, promote a comprehensive approach to fitness by building strength and endurance:

- *SPIN™ & Sculpt* builds strength and challenges the lower body by simulating a ride to the top of Mt. Everest.
- *SPIN™ & Burn* is a fun and energizing cardio workout that builds endurance, burns fat and torches calories.
- *SPIN™ & Slim* packs the benefits of interval training into a 30-minute workout.
- *Johnny G™ Live* is a 40-minute ride led by Spinning creator, Johnny G. Filmed live on Miami Beach, the ride includes cardiovascular conditioning and strength training.

“Millions worldwide have benefited from the Spinning program. The Home Spinner bike and DVDs make the program accessible to an even broader audience—which is in perfect alignment with our on-going goal of inspiring individuals to lead healthier, more balanced lives,” says CEO and President, John Baudhuin.

To learn more about the Spinner-at-Home bike and the Spinning program, visit www.spinning.com.

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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