



**MAD DOGG ATHLETICS, INC., OWNERS OF PEAK PILATES®, ACQUIRES
OWNERSHIP INTEREST IN ROOT MANUFACTURING TO
CREATE A GLOBAL PLATFORM FOR WOOD PILATES EQUIPMENT**

VENICE, Calif. (October 14, 2010) – Mad Dogg Athletics (MDA), the owner of Peak Pilates®, is pleased to announce its strategic investment in Hart Wood, Inc., creators of the Root line of Pilates equipment. The agreement is a natural evolution of a relationship which has existed for 14 years. Peak Pilates’ designs and Hart Wood’s craftsmanship have set the standard for classical wood Pilates equipment and now with the addition of the Root line of equipment will enhance their combined line of innovative wood equipment to include ecologically sound and beautiful bamboo. The relationship uniquely positions Peak Pilates to continue offering superior designs and equipment as well as innovative education and programming to the Pilates community.

“Hart Wood is an outstanding company with tremendous knowledge of the Pilates category and unsurpassed manufacturing ability and quality,” said John Baudhuin, CEO, Mad Dogg Athletics, Inc. “Hart Wood and Peak Pilates have worked together for the past 14 years. MDA’s investment in Hart Wood creates an exclusive relationship that will continue to provide a great platform for Peak Pilates continued growth and product development.”

“We are very excited about MDA’s investment in Hart Wood and the confidence they’ve shown in our ability to continue to manufacture the world’s best wood Pilates equipment,” said Vic Hart, Founder, Hart Wood, Inc. “The mix of Peak Pilates distribution and sales network, Hart Wood’s production and manufacturing capabilities, and Mad Dogg Athletics’ support structure gives us the ability to serve the global Pilates community with superior quality and design.”

Hart Wood’s development of the world’s first complete line of Pilates equipment made from sustainable, eco-friendly bamboo has created a highly sought after niche in the marketplace. Peak Pilates’ wood and Root’s bamboo equipment lines will be manufactured exclusively by Hart Wood and available exclusively through Peak Pilates worldwide distribution network.

Peak Pilates and Root will be together for the first time at the 2010 Pilates Method Alliance International Educational Conference in Long Beach, November 4 – 7, to celebrate the PMA’s 10th anniversary and to showcase the next evolution of superior craftsmanship for the Pilates Industry.

For more information about Peak Pilates or Root, please visit www.peakpilates.com and www.rootmfg.com.

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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 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).

ABOUT PEAK PILATES

Peak Pilates, the leading choice of experienced Pilates professionals worldwide, provides the complete Pilates solution, including innovative equipment designs, expert consulting services and unparalleled instructor training. Well known in the industry for its knowledgeable staff and high-quality equipment, Peak incorporates original designs with technological advances to enhance safety and performance. Committed to advancing the quality of Pilates education available to health and fitness professionals worldwide, Peak Pilates training programs preserve the integrity of the Pilates method while making it accessible, affordable, progressive and user-friendly.

ABOUT HART WOOD, INC.

Hart Wood Products was formed in 1996 as a small woodworking shop primarily producing Pilates equipment in Boulder, Co. Combining manufacturing and woodworking skills with Pilates knowledge created the foundation for the eventual creation and success of the Peak Pilates studio line of equipment. Growing from a one man shop into a thriving manufacturing operation constantly improving designs and production processes. Hart Wood expanded over the years in Boulder until relocating in 2006 into a modern manufacturing facility in nearby Longmont, Co. This move allowed for the addition of more sophisticated machinery and stabilization of the work force in support of continual improvement in the manufacturing process. In 2009 Hart Wood launched Root, an exclusive line of Pilates equipment featuring innovative design and the use of rapidly renewable Bamboo. Hart Wood joined forces with Mad Dogg Athletics in 2010 to continue the evolution of Pilates equipment and further support the Pilates category.