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**PEAK PILATES® NAMES KEVIN BOWEN DIRECTOR OF EDUCATION**

Former President of the Pilates Method Alliance® Joins Peak Pilates Management Team

**BOULDER, Colo., January 6, 2010** — Peak Pilates, a worldwide leader in Pilates equipment and education, announced today it has named Kevin Bowen Director of Education.

With the addition of Bowen, Peak Pilates has strengthened its senior management team to prepare for the next level of the company's growth. Julie Lobdell, Peak Pilates' founder and President, facilitated the recruitment and will work with Bowen to further implement the company's mission of delivering a quality Pilates experience that's accessible and enjoyable to everyone.

"We are fortunate to have Kevin join our team here in Boulder," said Lobdell. "Kevin's background makes him uniquely qualified to help guide Peak Pilates Education to the next phase. His experience and perspective will serve us well as we build upon our solid foundation and reputation while expanding our offerings. Our team is very excited about working with him."

Bowen will continue Peak's tradition of delivering progressive, classical education programs to a new generation while overseeing development for the company in all forms of media. In addition, he will manage Peak's expansive external network of Teacher Trainers and education partners, while driving the company's global expansion by creating new strategic alliances and enhancing existing partnerships.

"Over my past ten years in the Pilates industry I have always respected the quality and high level of integrity that is associated with the Peak Pilates brand," Bowen said. "I am very excited to be joining and contributing to such a dynamic company as it now embarks on its next level of growth and development."

Bowen is best known as the Co-Founder, former President and Executive Director of the Pilates Method Alliance®, the only International not for profit professional organization for the Pilates Method. His vision

and consensus building skills helped unite a fragmented community of professionals from all backgrounds and education pathways. With over 15 years' experience in Fitness, Pilates and management, Bowen has held positions with Equinox Fitness Clubs, David Barton Gyms and Pinnacle Health Clubs. Prior to joining Peak Pilates, Bowen was President/Director of Pilates Miami and the Pilates Education Group, a company which develops and provides continuing education and comprehensive Pilates instructor training programs to studios and clubs. Kevin is a sought after presenter and professional speaker.

### **Peak Pilates®**

The Boulder, Colorado-based company was founded in 1996 and provides an integrated Pilates solution, including innovative equipment designs, unparalleled instructor training and expert consulting services. Peak Pilates has built a reputation for its industry-leading staff, high-quality classic studio equipment and extensive certification programs. Peak Pilates is a global leader and has focused on making Pilates more accessible through group exercise programming and personal training, which appeals to a wide demographic.

Peak Pilates is division of Mad Dogg Athletics Inc., the world's largest equipment-based education company. Home of Spinning®, Resist-A-Ball® and BodyBlade® brands, the company has trained over 200,000 instructors and has reached millions of enthusiasts in over 80 countries worldwide through a network of 35,000 fitness facilities. The company manufactures home Spinner® bikes, Pilates and functional training equipment, DVDs, and a complete line of Spinning-branded apparel and accessories. Mad Dogg Athletics Inc. also works closely with Star Trac, who distributes the patented line of Spinner® bikes for the commercial market. For more information on Peak Pilates call 1-800-925.3674 or visit [www.peakpilates.com](http://www.peakpilates.com).

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