



Spinning® Evolves Position as Worldwide Leader of Indoor Cycling

Entering its third decade, creator of the indoor cycling category takes its brand to a new level

Spinning®, the creator of the indoor cycling category and the global leader in programming, education and equipment, announced that it has completed its year-long rebranding effort. The new branding captures the vision of the results-oriented fitness program and the passion of the global Spinning community. Based on extensive interviews and competitive research, Spinning unveiled a reintegrated look at the 2014 #R5A conference in San Diego on March 13th. The new brand is rolling out across all touch points including: websites, social media channels, Spinner® bikes, catalogues, packaging and apparel.

"Our rebranding effort is as much about getting back to our roots as it is paving the way to an even better future," said John Baudhuin, CEO of Mad Dogg Athletics. "We focus on empowering people, instructors, studios and other facilities to ensure they have incredible classes that generate results and keep riders engaged and motivated."

As part of the brand positioning, a refreshed logo, a new visual personality and thoughtfully chosen colors will represent the brand helping to increase its brand impact and expressing its unique personality. Dehard Spinning fans will be excited about the bold evolution of the logo, associated with the Spinning brand. The logo has been a source of pride not only for the company but also for its instructors and class participants, as evidenced by hundreds of photos of various tattoos submitted by devotees. A very special red will be a dominant color for the fitness brand, a reflection of the brand's energetic personality.

The rebranding effort began in mid-2013 with in-person interviews and conversations with Mad Dogg Athletics executive and staff. Certified instructors, Master Instructors, industry experts, facility operators and riders. The team gathered market insights with the ultimate goal of renewed, clarity and alignment with a new generation of instructors, gymnasiums and riders. Post-interview reports contained life-changing stories from lifelong enthusiasts that overcame disability, lost weight, found their community and achieved sustainable results and empowerment.

"We're bringing our original vision into this new era," said Baudhuin. "Spinning®'s enduring legacy is a testament to its success in the fitness category, one person at a time. Still, we always want to consider and incorporate new science, technology and taste. This rebranding effort reflects that."

Spinning®, created in a Santa Monica garage in 1991, has become a vibrant, deeply passionate lifestyle and global community with over 200,000 certified Spinning instructors and 35,000 licensed facilities in 80 countries, along with hundreds of events around the world. Among indoor cycling brands, Spinning has the deepest heritage and expertise, the best-performing bikes (with over one million Spinner® bikes sold) the world's largest community, and the most instructors and classes world-wide.

The new look and feel can be viewed in ebook format by clicking the following link: www.spinning.com/en/booklook

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About Mad Dogg Athletics, Inc.

Home of the Spinning®, Peak Plate®, Resist-A-Ball®, Bodyblade®, UpRill CrossCore®, Kettlebell Concepts™ 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 25,000 fitness facilities. The company manufactures home Spinner® bikes, Plates and functional training equipment, DVDs, and a complete line of Spinning-branded apparel and accessories. Mad Dogg Athletics has successfully registered trademarks in the Spinning® and Spinning® family in over 80 countries, and works closely with Star Track®, the licensed distributor of the patented line of Spinner® bikes for the commercial market.

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