

For Immediate Release



## **Precor® and Spinning® Join Forces to Produce Brand New Line of Spinner® Indoor Cycling Equipment**

*Fitness industry leaders announce exclusive global manufacturing, education, and sales alliance to deliver an enhanced indoor cycling experience*

**Venice, CA and Woodinville, WA (September 3, 2015)** – [Mad Dogg Athletics, Inc.](#), creators of the [Spinning®](#) indoor cycling program and Spinner® line of bikes, and [Precor®](#), a leading provider of personalized fitness solutions, today announced an exclusive worldwide distribution agreement under which Precor will assume all commercial Spinner® bike production for an entirely new line of commercial Spinner indoor cycling equipment.

“We wanted to find the best partner to serve our global dealers, education representatives, clubs, gyms and studios, as well as the worldwide Spinning community,” said John Baudhuin, CEO of Mad Dogg Athletics, Inc. “Over the past 30 years, Precor has been recognized consistently for its top-rated customer service and quality, and also for the reliability and integrity of its cardio products. Considering these factors, as well as the global reach the company has as part of Amer Sports, Precor is the ideal strategic partner for our brand moving forward.”

The new range of indoor cycling products will incorporate the strengths of both brands to bring customers an enhanced Spinning experience. The line features brand new engineering and design components co-developed by Precor and Spinning, to deliver the reliable and robust product that has made Precor a recognized industry leader. The new Spinner products will also feature new technologies and educational elements to strengthen the Spinning experience.

“We are committed to pursuing opportunities that allow Precor to deliver top of the line fitness experiences to exercisers and operators,” said Rob Barker, President of Precor. “This partnership capitalizes on the manufacturing and engineering quality that Precor is known for and the reputation that Spinning has established within the indoor cycling category. Together, these strengths will enable us to better serve a wider range of customers.”

The companies will announce a new line of Spinner bikes in late 2015. Spinning and Precor will also collaborate on new marketing and education programs in the future.

Financial terms of the deal were not disclosed.

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## **About Mad Dogg Athletics, Inc.**

Home of the Spinning®, Peak Pilates®, CrossCore®, Bodyblade®, Ugi®, Resist-A-Ball®, 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 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 has successfully registered their Spin® family of trademarks in over 80 countries.

## **About Precor**

[Precor](#), headquartered in Woodinville, WA, designs and manufactures premium end-to-end commercial and at-home fitness solutions. Precor delivers the personalized products, service experiences and resources operators need to grow their businesses, and the tools exercisers need to reach their fitness and lifestyle goals. Since 1980, Precor has been a pioneer in creating innovative fitness solutions for customers, including the EFX® Elliptical, Adaptive Motion Trainer® “AMT®” and Preva® Networked Fitness. Precor is part of [Amer Sports Corporation](#), one of the world's largest sports equipment companies, with internationally recognized sister brands that include Wilson, Atomic, Suunto, Salomon, Arc'teryx and Mavic.

## **About Amer Sports**

[Amer Sports](#) is a sporting goods company with internationally recognized brands including Salomon, Wilson, Atomic, Arc'teryx, Mavic, Suunto and Precor. The company's technically advanced sports equipment, footwear and apparel improve performance and increase the enjoyment of sports and outdoor activities. The Group's business is balanced by its broad portfolio of sports and products and a presence in all major markets. Amer Sports shares are listed on the Nasdaq Helsinki stock exchange ([AMEAS](#)).

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