



MAD DOGG ATHLETICS® ANNOUNCES GLOBAL LICENSE AGREEMENT OF THE CROSSCORE PRODUCT LINE

The World's Largest Equipment-based Education Company Fully Commits to The Bodyweight Training Market

(March 11, 2014) — Mad Dogg Athletics, Inc., (MDA) a global leader in equipment-based fitness education and the parent company of Spinning®, Peak Pilates®, Bodyblade®, Ugi® and Resist-A-Ball®, announced today that it has signed an exclusive worldwide license agreement with CrossCore, Inc., the leader in rotational bodyweight training products and education.

This move signifies MDA's commitment to the growing bodyweight training market, and follows a two-year strategic alliance in which MDA helped CrossCore® evolve into a leading bodyweight fitness brand and education company. Under exclusive license, MDA will manage all aspects of the CrossCore product line, from supply chain to worldwide sales and marketing. MDA's global reach will help fully realize the potential of the CrossCore products and programs.

"CrossCore is a perfect fit with the MDA family of brands," said John Baudhuin, CEO of Mad Dogg Athletics, Inc. "This unique strength-training program brings another layer of cross-training, along with more comprehensive education for our fitness and education customers. We are excited to deploy MDA's full resources behind this excellent product line and education program."

CrossCore, Inc. is the manufacturer of advanced *Rotational Bodyweight Training*™ products, accessories, and education. Its one-of-a kind patented pulley system adds rotational movements to continuously engage the core and the entire body to create highly effective training techniques. Additionally, CrossCore products offer extensive versatility in fitness training with the addition of accessories including modular training racks, attachment straps for kettlebells, gymnastic rings, and sandbags. CrossCore allows fitness enthusiasts, amateur and professional athletes, the military, the aging population, and people with disabilities – to safely challenge themselves and to actively achieve their fitness goals.

CrossCore executives, Mark L. Livingston and Christopher M. Camacho, have joined MDA to ensure a seamless transition. Livingston will continue to oversee business development and operations as Director of Business Development and Brand Champion, CrossCore, and Camacho will continue to focus on strategic accounts and program development as CrossCore Programs and Key Accounts Manager.

Visit Mad Dogg Athletics, CrossCore, and the entire MDA family of brands at IHRSA in San Diego, California, March 12th through the 14th at booth #3638 located within the San Diego Convention Center.

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About Mad Dogg Athletics, Inc.

Home of the Spinning®, Peak Pilates®, Resist-A-Ball®, Bodyblade®, Ugi® 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 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 trademarks in the Spin® and Spinning® family in over 80 countries, and works closely with Star Trac®, the licensed distributor of the patented line of Spinner® bikes for the commercial market.

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