



Fitness Industry Leaders Med-Fit Systems/Nautilus® and LeMond Fitness Launch Sales, Marketing and Product Development Relationship

Fallbrook, CA - December 27, 2011 - *Med-Fit Systems, Inc.*, owner of the *Nautilus®* brand, for commercial strength markets, happily announces that they have entered into a sales, marketing and product development agreement with *LeMond Fitness, Inc.*, maker of industry-leading indoor cycling and fitness products. The agreement creates a partnership to sell, market and develop indoor cycling products, with *Med-Fit Systems/Nautilus®* acting as the exclusive distributor of the *LeMond Fitness* indoor group and stationary exercise bicycles for customers in the medical, rehabilitation, wellness and commercial fitness markets.

Dean Sbragia, President and CEO of *Med-Fit Systems*, remarked, "I am a longtime LeMond equipment seller and have always been impressed with its fit, feel and quality. This agreement aligns two iconic American brands known for innovation and performance and will permit both companies to share their respective expertise in the commercial strength training, indoor cycling, and medical and rehab markets."

President and CEO of *LeMond Fitness*, Mark Handfelt, commented, "We are excited to work with an organization with the reputation and track record of *Med-Fit/ Nautilus®*. Distribution into the commercial fitness markets represents a significant growth opportunity for our commercial indoor cycling line. LeMond also will be a natural fit in the medical and rehab markets where the products' comfort and ease of use, real road feel and ability to capture and store accurate biometric data will make a meaningful impact."

About Med-Fit Systems, Inc.

Med-Fit Systems is a twenty four year old physical therapy and senior care products provider located in Southern California, built on education, exemplary customer service and an unwavering loyalty to its customers. *Med-Fit Systems* has had a front row seat as one of the largest distributors of *Nautilus®* commercial products in the United States. In early 2010, *Med-Fit Systems* purchased from *Nautilus, Inc.*, all of the assets associated with the *Nautilus®* commercial fitness equipment business and was granted a license to produce, market and sell fitness equipment in the commercial channel using the *Nautilus®* and *Nautilus One®* trademarks. *Med-Fit Systems* also purchased the manufacturing and distribution facilities of *Nautilus®* and hired a veteran team of fitness industry professionals to drive sales of *Nautilus®* strength and cardio equipment. *Med-Fit Systems* has implemented the same core values that have been the foundation of its success to continue to make *Nautilus®* synonymous with strength equipment and maintain its iconic brand in the industry. For more information, visit www.medfitsystems.com.

About LeMond Fitness

In 1986, Greg LeMond became the first American to win the Tour de France and he is among the few riders in the history of cycling to repeat that feat three times. LeMond founded the company in 2002 after growing tired of indoor cycling equipment and trainers that do not have the fit or feel of riding a bike outdoors. Designed like great road bikes, all *LeMond Fitness* equipment offers user-friendly adjustments and innovative training

programs that help users to better develop and attain their personal performance goals. *LeMond Fitness* is the official bike trainer sponsor of Team Garmin-Cervelo, the Rapha-Focus professional cyclocross team, Kenda Pro Cycling, world champion triathlete Michellie Jones, and more. Visit www.lemondfitness.com.

For media inquiries or for more information about *LeMond Fitness* and *Med-Fit Systems*, manufacturer of *Nautilus*® commercial products, contact Craig Randall, craig@verdepr.com, 303.955.2357 or Regina West, rwest@medfitsys.com.