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CORPORATE FACT SHEET

CONTACT INFORMATION

efi Sports Medicine
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NUMBER OF EMPLOYEES

45

EXECUTIVE TEAM

Tom Campanaro, CEO
Larry Westfall, Executive Vice President, Corporate Development
Dale McMurray, Executive Vice President, Production and Manufacturing
Joy Campanaro, Executive Vice President, Marketing
Jeanette Shelly, Vice President, Operations

COMPANY OVERVIEW

efi Sports Medicine, a San Diego-based company founded in 1974, manufactures safe, non-compressive, user-friendly fitness and rehabilitation equipment that promotes functional training, increased flexibility, greater strength and improved endurance. The mission of efi Sports Medicine is to be the standard in the industry in quality, value and customer satisfaction, while ensuring adherence to the highest moral principles.

HISTORY

For 32 years, efi Sports Medicine has been committed to innovation and excellence in the exercise equipment industry. In 1974, the company set out to design exercise equipment based on the principle of function, with movements conforming to the individual's natural range of motion. Research supported the principle that "functional" exercise—the recreation of natural body movements—was the safest and most effective way to exercise, increasing strength, flexibility and endurance.

EVOLUTION OF TECHNOLOGY

The concept behind incline plane gravity resistance dates back to 1892, when a cross-country skier in Germany developed an

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incline glide plane exercise machine to help strengthen the upper body. Total Gym™ and the GTS™ take this concept to the next level by adding calibrated levels of resistance and offering a workout that engages all muscle groups.

PRODUCTS

- **Rehabilitation/Professional. Total Gym™ Model 26000** is the preeminent choice for commercial Rehabilitation use. Rehabilitation professionals, athletic trainers and coaches choose this model because of its ability to accommodate everyone from world-class athletes to elderly patients in rehabilitation. This model offers twenty rehabilitation accessory options and calibrated measurements that allow professionals to effectively monitor patient or client progress. With the addition of a few accessories, Total Gym Model 24000 is transformed into the Pilates Reformat™, making traditional Pilates accessible and evolved Pilates possible. Total Gym Model 24000 is backed by a limited lifetime warranty and is available online, over the phone or in the company showroom.
- **Consumer/Home Fitness. Total Gym Model 14000**, efi's most popular product, is ideal for fitness and sports enthusiasts, professional and amateur athletes and rehab outpatients in a private or home setting. efi also offers a line of accessories for this model, as well as a limited lifetime warranty for home use. Total Gym Model 14000 is available online, over the phone or in the company showroom, and is not available through the infomercial or in retail stores. **Total Gym Model 3000**, sold through the infomercial, provides an effective workout on a smaller scale. Total Gym Model 3000 can easily fold up and fit underneath a bed or in a closet.
- **GRAVITYSystem**, for the health club and rehabilitation industries, consists of comprehensive four-way programming—including group strength training, Pilates, personal training and post-rehabilitation—performed on one machine, the GTS™. The GRAVITYSystem is designed to deliver quick, efficient and effective workouts while maximizing floor space, expanding program variety and increasing revenue.
- **PowerTower**: No longer requiring a client to get on and off the unit between exercises, the PowerTower is fully electric and delivers level changes at the touch of a button. It

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- features a dynamic pulley system that adjusts to girth and height to allow for optimum force angles specific to each exercise.
- **Other Products by efi Sports Medicine.** efi manufactures and distributes a wide array of rehabilitation and training products including instructional videos, the PlyoRebounder™, Functional Testing Grids™, Cuff Link™, medicine balls and MFT™ training discs.

KEY CUSTOMERS

efi Sports Medicine counts Olympic athletes, professional sports teams, athletic and personal trainers, sports medicine practitioners, medical researchers, hospitals, physical therapists, health clubs, chiropractors, and celebrities among its satisfied customers. In addition, hundreds of thousands of people have Total Gym™ in their homes for personal exercise and fitness.

TIMELINE

A brief glimpse at efi Sports Medicine's history and development:

- 1890s: Incline plane resistance is developed
- 1974: Total Gym, Inc. established in San Diego, California
- 1978: Study at Syracuse University confirms that Total Gym's non-compressive training is a safe and effective exercise program
- 1984: Leading consumer reporting magazine judges Total Gym best for exercising torso
- 1988: Total Gym receives major recognition in the rehabilitation community for effective early, partial weight bearing, closed kinetic chain rehabilitation for physical therapy patients
- 1993: Indiana University selects Total Gym for use in a three-year study researching the relationship between fitness and increased self-esteem in middle-school children
- 1994: Total Gym Home Therapy System, Model 11000 designed for post-rehab care and conditioning, enters the home healthcare market with widespread acceptance
- 1996: Total Gym airs its first television infomercial featuring long-time user and friend Chuck Norris and co-host Christie Brinkley
- 1998: Total Gym considered standard equipment in rehabilitation and athletic training facilities worldwide
- 2000: Total Gym launches fourth infomercial, making it the most successful in television history
- 2001: efi introduces Pilates Reformat™, able to accommodate traditional and evolved Pilates reformer-based exercises.

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- 2003: efi launches GRAVITYSystem™ into the commercial fitness industry with the GTS™ and GRAVITYProgramming™ for group strength, Pilates, personal training and post-rehabilitation.
- 2004: GRAVITYSystem is a hit at dozens of gyms and club around the country and wins prestigious industry awards including the TUV Innovation Award at FIBO, Germany, the One Body One World (OBOW) award from East Coast Alliance (ECA) and the Australian FILEX Industry Exhibit of the Year for Innovation, Interactivity, Best Use of Space and Best Looking.
- 2005: GRAVITYSystem is launching in countries around the world including: Russia, Spain, Italy, Australia and more.

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