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CORPORATE BACKGROUNDER

In 1974, when Tom Campanaro, developed the Total Gym[®], the fitness industry's first functional training and conditioning machine, the benefits of exercise were barely a blip on the public consciousness.

Now operating as efi Sports Medicine, the company is an industry leader that remains at the forefront of innovation in physical therapy, athletic training, home and commercial fitness. As a manufacturer of functional rehabilitation and conditioning equipment, efi provides a wide array of equipment to more than 14,000 clinics, schools, hospitals, rehabilitation and athletic training centers, health clubs and four million homes worldwide.

"Our goal," says Campanaro, "is to manufacture and deliver products that set industry standards of excellence and value; products that help people achieve health, fitness and rehabilitation goals and bring value to the industry and the end user."

Throughout years of product innovation and evolution, efi has pursued its mission by bringing to the market safe, effective, user-friendly equipment. The company's flagship product line, Total Gym is designed based on the principal that "functional exercise"—the re-creation of natural body movements during exercise—is the quickest and most effective path to fitness. Total Gym delivers the proven benefits of functional exercise, using the body weight as resistance against gravity and facilitates a shorter, more efficient workout that produces superior results.

Total Gym engages all muscle groups, providing over 250 exercise choices that offer a full range of motion in all planes of movement, including multi-plane movement for performance training and rehab; upper and lower body stretching and strengthening exercises, and aerobics. Benefits include increased muscular strength and endurance, flexibility, agility and aerobic endurance, improved inch loss and metabolic function.

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Getting Started

In 1974, Campanaro went to work with DynaGym, an exercise equipment company that produced a low-end version of an incline plane training device that used an individual's body weight as resistance. In hopes of improving on the machine, Campanaro founded Total Gym Corporation with partner Doug Marino in 1974. Dale McMurray and Larry Westfall joined the company within the year. They developed Total Gym, a high-quality version of a machine where by changing the body position on the glideboard one could perform any exercise and incorporate the use of multiple muscle groups together in any plane of movement, now referred to as "functional training."

With the fitness craze of the early 80s on the rise, Campanaro began forging relationships with specialty fitness equipment stores. This, and Total Gym's regular presence at trade shows, helped the company to sell 36,000 Total Gym machines in 1984. Reorganized as Engineering Fitness International, EFI, in 1987 Campanaro discovered that a significant number of sales were to physical therapists, who had realized the benefits of partial weight bearing or 'unloaded' training for their patients. Total Gym's entry into the rehabilitation community brought the company increased credibility. From 1986 to 1996, EFI built Total Gym into a strong, well-respected brand, setting the stage for its launch into a bigger market.

Infomercial Explosion

Recognizing the potential reach of infomercials combined with television—the medium that could provide comprehensive demonstrations—Campanaro licensed the Total Gym brand in the direct response and retail markets to American Telecast who signed actor Chuck Norris, a Total Gym user for more than 20 years, as the product spokesperson.

Total Gym infomercial is one of the industry's longest-running and most successful; broadcast to 85 countries and credited with sales of over four million units worldwide.

The Pull of GRAVITY

Though Campanaro and his partners had the opportunity to sit back and bask in the wild success of the Total Gym brand, Campanaro instead took EFI, now operating as efi Sports Medicine, into new territories by launching the GRAVITYSystem in March 2003 to the health club industry. True to form, he did it with the goal to bring value to each entity and individual who touched the product.

The GRAVITYSystem is a turnkey business model for health and fitness facilities that includes unique four-way programming, specialized equipment, trainer education and marketing support materials. The GRAVITYSystem's four programming disciplines (Group Training, Pilates, Personal Training and Post-rehab) are all conducted on the Total Gym, GTS or PowerTower models. Like all Total Gym models the GTS is a device that uses an individual's body weight as resistance against gravity, utilizing a dynamic cable and pulley system and free-rolling glideboard on an incline plane. It facilitates more than 250 resistance training, stretching and Pilates exercises.

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efi Products Earn Endorsements, Awards

efi Sports Medicine products, used by hospitals, athletic trainers and sports medicine facilities throughout the world, are recognized as the most effective tools for functional rehabilitation, strength and sports-specific training, injury prevention and overall conditioning. Professional athletes also benefit from the equipment. Total Gym, for example, was used as a training tool by the USA Track and Field Gold Medalist Jackie Joyner-Kersey, as well as by Olympian and World Champion tri-athlete Barbara Lindquist. Athletic trainers for the Chicago White Sox—2005 World Series Champions—and both contenders in the 2006 Super Bowl XL, the Pittsburgh Steelers and the Seattle Seahawks, use the Total Gym PowerTower for training their athletes.

The American Council on Exercise (ACE), the nonprofit watchdog organization that regularly conducts university-based studies on the claims and effectiveness of infomercial products, cited Total Gym in its publication *ACE FitnessMatters*®. In 1999, an editor's note states: "(Total Gym) has largely relied on the product's merits to make the sale – not on outrageous claims."

efi's GRAVITYSystem, with its unique combination of equipment and programming, continues to build significant interest among club members and brings an early return on investment to club owners. The GRAVITYSystem is already used in hundreds of the most successful clubs and gyms around the country, including Equinox E-Club, Town Sports International, The Jungle Club in Vero Beach, Florida; the RDV Sportsplex in Orlando; Gold's Gym Healthplex in Davenport, Iowa, Club One locations in San Diego and many YMCA's. Independent, high profile clubs across the country featuring the GRAVITYSystem include the Training Club in Del Mar, California, Matrix Fitness Center in New Jersey, Columbia Basin Racquet Club in the Northwest, Lava Sport and Fitness in San Diego, Good Life Fitness in Toronto, California Family Fitness. In addition, the GRAVITYSystem received three prestigious awards in its second year: the One Body One World (OBOW) Innovation Award from the East Coast Alliance (ECA) and the TUV Innovation Award from FIBO in Germany, as well as the Best of Show at FILEX in Sydney, Australia.

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