

Contact: Joy Campanaro; Ryon Harms 800-541-4900 ext 245
Internal Media Department
ic@efisportsmedicine.com / rharms@efisportsmedicine.com

CONTACT INFORMATION efi Sports Medicine
7755 Arjons Drive
San Diego, CA 92126
Phone: 800.541.4900
Fax: 858.764.0018
E-mail: info@efisportsmedicine.com
Website: www.efisportsmedicine.com

NUMBER OF EMPLOYEES 28

EXECUTIVE TEAM Tom Campanaro, CEO
Dale McMurray, Executive Vice President,
Joy Campanaro, Executive Vice President, Marketing
Lovie Edwards, General Manager, Controller
Jeanette Shelly, Director, Facilities and Services
Jesse Campanaro, Sales Manager
Leslie Hartway, Director, Human Resources

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 flagship of efi Sports Medicine's fitness equipment is Total Gym®. 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 35 years, the owners of efi Sports Medicine have 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 functional incline resistance training, with movements conforming to the individual's natural range of motion. Research supports 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 incline rolling board with pulleys to help strengthen the upper body. Total Gym® advances the innovation by adding calibrated levels of resistance and offering workouts that engage all muscle groups. The newest commercial models, the GTS® and PowerTower, take incline resistance exercise up a notch with a user specific line of pull, motorized level changes and innovative programming.

<<more>>

PRODUCTS

efi Sports Medicine products include:

- **Rehabilitation/Professional. Total Gym® PowerTower®** 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 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 PowerTower makes traditional Pilates accessible and evolved Pilates possible. Total Gym PowerTower is backed by a limited lifetime warranty and is available online, over the phone or in the Company showroom.
- **Health Clubs, Fitness Studios and Wellness Programs. Total Gym GTS®** allows professionals to offer multi-client sessions incorporating the versatility of exercise disciplines available with Total Gym GRAVITY Training. The GRAVITY Program offers courses and ongoing DVD support for GRAVITY Group Strength, Personal Training, Pilates and Post-rehab programs, all on the Total Gym GTS model. The Total Gym GRAVITY Training System is a turnkey program offering program variety, marketing support and educational courses to ensure profitable execution of the program within the customer's business model.
- **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 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 Models, 2000 3000**, and **XLS** sold through the infomercial, provide an effective workout on a smaller scale. These home units can easily fold up and fit underneath a bed or in a closet. **Total Gym** is also available in retail stores. These models are an even lighter and more compact alternative to the infomercial model.
- **Other Products by efi Sports Medicine.** efi manufactures and distributes a wide array of rehabilitation and training products, including Total Gym instructional training videos; the PlyoRebounder®, which acts as a jogger and offers upper body plyometric benefits; Functional Testing Grids® for measuring mobility and training agility; vibration training in the unprecedented I-Shape; medicine balls; stability balls, Bodyblade and more.

KEY CUSTOMERS

efi Sports Medicine counts Olympic athletes, professional sports teams, athletic and personal trainers, sports medicine practitioners, medical researchers, hospitals, physical therapists, chiropractors and celebrities among its satisfied customers. In addition, over 4 million people have Total Gym® in their homes for personal exercise and fitness.

<<more>>

TIMELINE

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

- 1890s: Incline plane resistance is developed
- 1974: Total Gym, Inc. is 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
- 2003: efi launches GRAVITYSystem® into the commercial fitness industry with the GTS® model, which powers the multi-disciplined GRAVITYProgramming™ for group strength, Pilates, personal training and post-rehabilitation
- 2004: GRAVITYSystem and GTS win innovation awards in three continents
- 2006: The first international GRAVITYSummit is held in San Diego with nine countries represented
- 2008: Total Gym hits 4 million customers with surveys showing 76% of customers who purchased since 1996 still love and use their Total Gym regularly
- 2009: efi Sports Medicine holds second international GRAVITYSummit in San Diego with 14 countries represented.
- 2009: Total Gym is acknowledged in North American Journal of Sports Physical Therapy as a reliable and valid tool for measurement and training of lower extremity performance

###