



Fitness Anywhere
Make your body your machine®

OUTSIDE MAGAZINE NAMES FITNESS ANYWHERE ONE OF AMERICA'S BEST PLACES TO WORK IN 2009

Creators of Suspension Training and the TRX Suspension Trainer Recognized for Uniquely "Active" Corporate Culture

SAN FRANCISCO, April 9, 2009 – Fitness Anywhere today was named to *Outside* magazine's (www.outsideonline.com) second annual "Best Places to Work" list. Fitness Anywhere was ranked No. 22 out of 30 selected companies. The full list and related story will be published in the May issue of *Outside* magazine, available on newsstands April 14, 2009.

"We are dedicated to delivering world-class physical training products and programs that can be used anywhere... the battlefield, the playing field, at home or the office," said Randy Hetrick, CEO of Fitness Anywhere. "And a key reason for our rapid growth is our ability to relate to and inspire our customers on a personal level by living and breathing the active lifestyle we promote. We know that daily exercise increases the overall morale of the company and helps our employees be more productive, less stressed and reduces absenteeism. We're thrilled to be recognized out of hundreds of companies for something we believe in and represent every day."

Outside's "Best Places to Work" list was compiled with the help of the Outdoor Industry Association (outdoorindustry.org) and Best Companies Group (bestcompaniesgroup.com). The year-long selection process began with an outreach effort that identified a wide range of non-profit and for-profit organizations with at least 15 employees working in the United States. Participating companies were then sent confidential employee-satisfaction surveys and employer-questionnaires to collect information about benefits, compensation, policies, job satisfaction, environmental initiatives, and community outreach programs. All of the results were analyzed by Best Companies Group experts, who selected the 30 companies that best enable employees to balance productivity with an active, eco-conscious lifestyle.

"These 30 companies share a common belief: that the secret to success in any economy is empowering employees to live balanced lives and remain committed to their communities and the environment," said Michael Roberts, Executive Editor of *Outside*. "Our winners know that happy workers are good for the bottom line. So even in the current financial storm, they're offering on-site fitness classes and massage, reimbursements for gym memberships and ski passes, flexible hours, amazing travel benefits, and opportunities for on-the-clock community service."

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About Fitness Anywhere, Inc.

Fitness Anywhere, Inc. produces and sells Suspension Training® equipment and programs to trainers, athletes, the military and active individuals. Suspension Training is a workout that develops strength, balance, flexibility and core stability simultaneously. It requires the use of the TRX® Suspension Trainer™, a highly portable and compact performance training tool that leverages gravity and the user's body weight to enable hundreds of exercises for every fitness goal. TRX® Suspension Training is changing the way athletes train for sport, soldiers train for combat and trainers and exercise instructors train their clients.

The TRX® is currently being used by teams in the NFL, NBA, MLB, NHL and the NCAA, by every branch of the US military, and by top training centers **and health clubs** across the US. For more information on Fitness Anywhere's products, programs and services, visit www.fitnessanywhere.com or call 1-888-878-5348.

ABOUT *OUTSIDE* MAGAZINE

Outside is America's leading active lifestyle magazine, with over two million readers a month. For more than 30 years, the magazine has covered travel, sports, adventure, health, and fitness, as well as the personalities, the environment, and the style and culture of the world *Outside*. Along with receiving many other accolades, *Outside* is the only magazine to win three consecutive National Magazine Awards for General Excellence. Visit the magazine online at www.outsideonline.com.

ABOUT BEST COMPANIES GROUP

Best Companies Group was formed in January of 2004, with the purpose of identifying and recognizing best companies around the country. By using state-of-the art survey and indexing tools, BCG has been able to achieve that purpose on national, state-wide, city, and industry stages. BCG will partner with B-to-B and consumer media and other business or human resource organizations to publicize the opportunity, encourage participation and to recognize those who are good enough to make the lists of "Best Places to Work". BCG currently manages 25 similar programs around the US and in Canada. For more information and a complete list of "Best Employer" programs, visit www.bestcompaniesgroup.com. Best Companies Group is headquartered in Harrisburg, PA.

ABOUT THE OUTDOOR INDUSTRY ASSOCIATION

Founded in 1989, Outdoor Industry Association (OIA) is the premier trade association for companies in the active outdoor recreation business. OIA provides trade services for over 4000 manufacturers, distributors, suppliers, sales representatives and retailers in the outdoor industry. Outdoor Industry Association seeks to ensure a healthy and diverse specialty retail and supply chain based on quality, innovation and service. To this end, OIA works diligently to raise the standards of the industry; increase participation in outdoor recreation to strengthen business markets; provide support services to improve member profitability; represent member interests in the legislative/regulatory process; promote professional training and education; support innovation; and offer cost-saving member benefits.