



PRESS RELEASE

Life Fitness Partners with Strength Performance to Bring Hammer Strength Content to the Strength & Conditioning Industry

DAVIDSON, NC – March 1, 2015 - Strength Performance LLC and Life Fitness today announce a partnership to promote the [Hammer Strength](#) brand of fitness equipment via [Strength Performance Network](#) (SPN). Life Fitness is the latest company to partner with Strength Performance's online platform to extend their brand presence to professionals in the global strength and conditioning industry.

The partnership will enable Hammer Strength to expand its digital content to SPN's platform, engaging strength and conditioning professionals around the world with educational material. Strength Performance will also stream select [Hammer Strength Clinics](#) live online, extending regional events to a global audience.

Life Fitness has been an innovator in the health and fitness industry for more than 40 years. The Life Fitness portfolio of commercial, professional and home fitness products is a critical component of training programs used by amateur and professional athletes around the world. A core component of the Life Fitness portfolio is the Hammer Strength brand of fitness equipment. Hammer Strength continues to bring innovation to the fitness industry through its plate-loaded equipment that employs iso-lateral and ground-base technology. When looking for unique ways to leverage the digital medium to further educate strength and conditioning professionals about the benefits of their Hammer Strength product line, Life Fitness turned to Strength Performance's *Strength Performance Network*.

"The Hammer Strength brand is well-established in the strength and conditioning industry," said Lon Record, Hammer Strength National Athletics Manager. "As we looked to extend our message to this industry, it became clear that SPN's strong follower base would be a natural fit to promote our content. SPN's targeted membership of



strength and conditioning professionals provides us with a forum through which we can continue to educate the industry.”

Strength Performance Network (SPN) provides a free, open forum through which strength and conditioning professionals can network with one another, share best practices and gain industry knowledge. Professionals are also able to experience SPN’s partner brands through profiles they establish on the Strength Performance platform.

“We are very excited about our partnership with Life Fitness,” said Brian Harris, co-founder of Strength Performance LLC. “We visit many weight rooms in the course of a given year and the Hammer Strength portfolio is a consistent presence throughout the high school, collegiate and professional ranks. Strength Performance Network exists to promote the ongoing education and professional development of the strength and conditioning industry. In addition to developing a superior product, it’s obvious from our discussions with the team at Hammer Strength that they share this vision.”

ABOUT STRENGTH PERFORMANCE LLC:

Strength Performance LLC provides resources and information to the sports and fitness industry. The operator of Strength Performance Network and SPTV, Strength Performance assembles knowledge and content related to the sports and fitness industry into a central online portal, enabling global access to information that is widely disparate today. In addition to delivering high-quality content, Strength Performance uses it’s online forum(s) to bring together sports fitness professionals from around the world, enabling the collaboration necessary for continued professional development and the evolution of the strength and conditioning industry as a whole.

ABOUT STRENGTH PERFORMANCE NETWORK:

Strength Performance Network (SPN) is the first online social network dedicated exclusively to strength and conditioning professionals, offering all members the ability to post photos and videos, view jobs, share workout tips and connect with coaches worldwide from the professional, collegiate and high school level.



Strength Performance LLC

With membership including professionals from over 120 countries and more than 400 colleges and universities, Strength Performance Network has become the network of choice for the strength and conditioning industry.

For more information and to experience the benefits of SPN, please visit www.strengthperformance.com.

“Strength Performance” is a registered trademark of Strength Performance LLC

ABOUT LIFE FITNESS:

Life Fitness is the global leader in commercial fitness equipment manufacturing. The company manufactures and sells strength and cardiovascular equipment under the brand names Life Fitness and Hammer Strength and distributes its equipment in more than 120 countries. Headquartered outside Chicago, in Rosemont, Ill., Life Fitness is a division of Brunswick Corporation (NYSE: BC).

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