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Total Gym® Corporate Fact Sheet

CONTACT INFORMATION

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EMPLOYEES

28

EXECUTIVE TEAM

Tom Campanaro, President and CEO
Randy Bergstedt, Executive Vice President
Dale McMurray, Executive Vice President
Joy Campanaro, Senior Vice President, Marketing, Corporate Resources
Jesse Campanaro, Vice President of Sales
Leslie Hartway, Director of Operations
Jeanette Shelly, Director of Corporate Services, International Administration
Lovie Edwards, Controller

COMPANY OVERVIEW

Total Gym, 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 Total Gym's equipment is the Total Gym incline bodyweight trainer, as seen on TV with Chuck Norris and Christie Brinkley. The mission of Total Gym is to be the industry standard in quality, value and customer satisfaction, while ensuring adherence to the highest moral principles.

HISTORY

For nearly four decades, the owners of Total Gym 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 an individual's natural range of motion. Research supports the principle that "functional exercise"—the re-creation of natural body movements—is the safest and most effective way to exercise, while increasing strength, flexibility and endurance.

EVOLUTION OF TECHNOLOGY

The concept behind incline plane, gravity-loaded resistance training 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 this innovation by adding calibrated levels of resistance and over 200 full-body functional exercises that engage all muscle groups. Total Gym commercial models—the [Sport](#)[®], [GTS](#)[®] and the motorized [PowerTower](#)[®]—take incline resistance training up a notch with high quality features: a user-specific line of pull, more incline levels for added challenge and innovative fitness programming.

PRODUCTS

The family of Total Gym products includes:

- **Rehabilitation/Professional. Total Gym PowerTower[®].** The motorized Total Gym PowerTower is the preeminent choice for commercial rehabilitation use. Rehabilitation professionals, athletic trainers and coaches choose this model for its ability to accommodate everyone from world-class athletes to elderly patients, with touch-control handles that allow for incremental load changes during exercise. 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 or over the phone.
- **Health Clubs, Fitness Studios and Wellness Programs. Total Gym GTS[®]** is the award-winning centerpiece for the Total Gym GRAVITYSystem[®], the time-efficient personal training, group fitness and Pilates program that is generating excitement and new revenue in commercial facilities around the world. With Total Gym GTS, fitness and wellness professionals can offer individual, multi-client and Pilates sessions while incorporating the versatility of exercise disciplines available with the GRAVITY[®] program. Total Gym offers professional training courses for CEC credits and ongoing marketing and revenue-generating business support for commercial facilities offering GRAVITY programs. Total Gym GTS is backed by a limited lifetime warranty and is available online or over the phone.
- **Commercial/Home Fitness. Total Gym Sport[®]** is the newest member of the Total Gym commercial incline trainer product line. Introduced in 2011, the Sport model offers safe, effective incline bodyweight training, ideal for fitness and sports enthusiasts, professional and amateur athletes and rehab outpatients in a private or home setting. Total Gym also offers a line of accessories for this model, as well as a limited lifetime warranty. Total

Gym Sport is available online or over the phone, and is not available through the infomercial or in retail stores.

- **Home Fitness. Total Gym XLS®** is the best-selling Total Gym home fitness model sold through the infomercial, the longest running in television history. XLS mirrors Total Gym professional standards for fitness excellence by providing an effective full-body workout on a smaller scale. These home units can easily fold up and fit underneath a bed or in a closet and can be purchased from Total Gym Direct online or by phone. **Total Gym models 2000 and 3000** are also available from Total Gym Direct. Additional **Total Gym home fitness models** include: Total Gym 1100, Total Gym 1700 Club and Total Gym 1800 Club produced by Fitness Quest Inc. Available for purchase in retail stores and on QVC, these models are even lighter and more compact than the infomercial model.
- **Other Total Gym functional training products.** Total Gym manufactures and distributes a wide array of functional bodyweight training and rehabilitation products, including Total Gym instructional training DVDs and accessories, in addition to the Total Gym PlyoRebounder® and PlyoBalls, offering the full-body benefits of medicine ball reaction training, and the Functional Testing Grid® for measuring mobility and training agility.

KEY CUSTOMERS

Total Gym counts Olympic athletes, professional sports teams, athletic and personal trainers, sports medicine practitioners, medical researchers, hospitals, physical therapists, chiropractors and celebrities among its millions of satisfied customers. In addition, over 4 million people use Total Gym in their homes for personal fitness and conditioning.

TIMELINE

A brief glimpse at Total Gym's history and product development:

- 1890s: Incline plane resistance training is discovered
- 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 modality
- 1984: *Consumer Reports* magazine judges Total Gym best for exercising the torso
- 1988: Total Gym receives major recognition in the rehabilitation community for effective early partial weight bearing and closed kinetic chain rehabilitation for physical therapy patients
- 1993: Indiana University selects Total Gym for three-year study researching the relationship between fitness and increased self-esteem in middle-school children
- 1994: Total Gym Home Therapy System, model 11000, is designed for post-rehab care and conditioning, and Total Gym 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 is considered standard equipment in rehabilitation and athletic training facilities worldwide

- 2000: Total Gym launches its fourth infomercial, making it the most successful in television history
- 2001: Total Gym Pilates Reformat® training is introduced, able to accommodate traditional & evolved Pilates reformer-based exercises
- 2003: Now doing business as efi Sports Medicine®, the company launches the GRAVITYSystem® into the commercial fitness industry with the GTS model, which powers the multi-disciplined GRAVITY fitness program for group strength, Pilates, personal training and post-rehabilitation
- 2004: GRAVITYSystem and GTS win innovation awards in three continents
- 2006: The first international GRAVITY Summit is held in San Diego with nine countries represented
- 2008: 4 million people are using Total Gym, 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 GRAVITY Summit 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 of lower extremity performance
- 2011: With operations in 23 countries, the company returns to its roots as Total Gym, realigning the business name and products under the globally-recognized Total Gym brand. A new incline trainer produce line is also introduced to the mass market, featuring the all-new Total Gym Sport and newly-enhanced GTS and PowerTower models.

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