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FOR IMMEDIATE RELEASE
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BH FITNESS™ SHOWS 88% COMMERCIAL FITNESS & 84% SPECIALTY FITNESS GROWTH IN 2008
Six Months Ending September 30, 2008 Show Significant Growth for Orange County Fitness Manufacturer

October 30, 2008 (FOOTHILL RANCH, CA) – Leading Orange County fitness equipment manufacturer and distributor BH Fitness™, a division of BH North America Corporation, has announced today the company has experienced significant growth in the six months ending September 30, 2008. While several other major players in the industry have experienced losses and declining sales as a result of the country's challenging economic situation, BH Fitness is pleased to announce this growth and is looking forward to future months.

“The performance of our company in this economy is a direct reflection of the hard work and dedication on the part of our sales team and support staff,” said Steve Wilkins, president and CEO of BH North America. “In addition to our lineup of quality commercial and consumer fitness products, BH has some of the best employees in the business, and I am truly proud of their accomplishments and hard work.”

The two market segments in which BH Fitness has experienced the most significant growth are the Specialty Fitness and Commercial & Vertical Fitness markets. Specialty Fitness sales have increased 84% during the six months ending September 30, 2008 as compared to the same time period in 2007. Commercial & Vertical Fitness product sales have increased 88% in the same time period.

“In a time when many of our competitors are experiencing declining sales and having to make cutbacks, we are pleased to see such significant growth,” said Wilkins. “We are looking forward to even greater success during the remainder of 2008 and throughout 2009.”

BH Fitness is best known for its high-quality, durable, and dependable commercial, light commercial and home-use products that include treadmills, elliptical trainers, recumbent bikes, upright bikes and indoor cycling bikes. BH Fitness products are available at a variety of specialty fitness retailers in the United States and in Canada.

ABOUT BH NORTH AMERICA

BH North America Corporation is located in Foothill Ranch, CA and is a leading manufacturer and distributor of commercial and consumer fitness products including treadmills, ellipticals, bikes and strength equipment. As part of the BH North America family, BH Fitness focuses solely on commercial, light commercial and home use fitness products. The BH Group began in Spain in 1909 as a steel manufacturing company and has become a leader in a variety of industries including fitness equipment, bicycles and solar energy. As the North American arm of BH, we choose to celebrate the company's 100-year history in the health and fitness industry by continuing to provide quality products that inspire active, healthy lifestyles. Some innovative BH product developments include Adjustable Width Technology, a revolutionary custom-fit pedal adjustment feature found on many BH ellipticals and Motivational Entertainment technology, offering many models with integrated, touch-sensitive LCD TV screens with MP3 compatibility. For more information visit www.bhnorthamerica.com. The mark “BH” and the design mark BH Fitness are registered trademarks and used by BH North America under license from their owners.

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