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# NEWS RELEASE

For Immediate Release

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## Heartline Acquires Fitness Worx

Gaithersburg, MD, February 4, 2010 – Heartline Fitness Systems has acquired Virginia Beach, Virginia based fitness equipment repair company, Fitness Worx. Owned and operated by three-time national powerlifting champion Ted Linn, Fitness Worx has provided fitness equipment maintenance services to Southern Virginia and North Carolina region for over seven years. In addition, Mr. Linn brings some 20+ years of mechanical repair experience, including a number of fitness equipment service certifications. This acquisition continues Heartline’s commitment to the Tidewater region, and providing its customers with the most comprehensive fitness product and service solutions available.

Mr. Linn will become Heartline’s senior service technician for the region, and will report directly to Jim Kennedy, Heartline’s general manager of the Tidewater Service Division. “We’ve spent the better part of three months investigating the market to find the right fit,” says Jim Kennedy. Given Ted’s background and his business base, the decision to acquire Fitness Worx was a no brainer.

Originally, a service technician for now bankrupt Superior Fitness Systems, Mr. Linn has served countless fitness clients in the Tidewater and North Carolina region. “We can’t be more pleased to have Ted on our team,” says Bob Burgess, Heartline’s president. Heartline’s service division is absolutely our number one priority, and the essence of our brand. Acquiring Fitness Worx was critical to our southern Virginia growth strategy and serving this region with product solutions. Mr. Burgess continues, “without the service component you’re simply dead in the water when trying to sell new product solutions to fitness customers.”

For more information about Ted Linn and other members of the Heartline team, please visit:  
<http://www.heartlinefitness.com/company/companyteam.html>

### About Heartline

Since 1983, Heartline’s promise has been to design, distribute and service the highest quality of strength training and cardiovascular systems available. Through Heartline’s dealer and direct sales network, our training products are sold internationally in Europe, Asia, South America, the United States and Canada. Our clients include such high profile organizations as: New Orleans Saints, New Jersey Devils, Marriott

Hotels, Lincoln Properties, The JBG Companies, Fairfax County Public School System, and The United States Supreme Court.

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