



NEWS RELEASE

For Immediate Release

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Heartline Brings Industry Expert Aboard...

Gaithersburg, MD, November 18, 2009 – Heartline Fitness Systems is pleased to announce the addition of Jim Kennedy to the firm’s management team. For 21 years, Mr. Kennedy managed Sport & Health Clubs’s service operation, including 26 full service health clubs and an assortment of private fitness centers throughout the middle atlantic region.

“Talented managers like Jim Kennedy don’t come along too often.” “We’re obviously very pleased to have Jim apart of our group,” says Bob Burgess, Heartline’s president and CEO. “Jim’s addition, gives us the capacity to accelerate our expansion plans in the northeast corridor, as well as the Carolinas through internal growth and corporate acquisition.” “Heartline’s goal is to become the fitness industry’s number one service provider on the east coast--with Jim Kennedy aboard our objective is well within our reach,” says Mr. Burgess.

Since 1988, Mr. Kennedy oversaw the Fitness Equipment Department for the Sport & Health Clubs. He was involved in all aspects of the business—from evaluating the club’s existing and future equipment requirements, to coordinating and opening new clubs, to insuring the long-term reliability of the club’s equipment through ongoing preventive maintenance and repair programs. Mr. Kennedy holds a BS degree in Sports Medicine from Old Dominion University. He currently holds technical certifications from Cybex, Espresso, Life Fitness, Nautilus/Stairmaster, Octane, Precor, Star Trac, and Technogym.

For more information about Jim Kennedy and other members of Heartline 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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