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SPORTSART FITNESS REWARDS DEALERS WITH SUPERCARS IN LAS VEGAS

Woodinville, WA (May 8, 2007) The date was Sunday May 6th, the location was the Las Vegas desert, the event was held for the winners of the SportsArt Fitness/World Class Driving Sales Contest, and the activities included \$1.5 million dollars worth of fire-breathing, asphalt-chewing supercars.

SportsArt Fitness conducted a North American Sales Contest during Q4 2006 and Q1 2007, the grand prize for each regional winner was an expense paid trip to Las Vegas to drive supercars.

Regional winners for retail sales were Andrew Sarmast of Leisure Fitness (who lapped the field by accumulating over twice as many points as his nearest competition), Craig Little and Dai Manuel of Fitness Town (Canada), and Steve and Jeff Featherstone of Champion Fitness (Utah). Commercial winners were Brian Townsend and Steven Onoprijenko of PPL Fitness (California & Nevada). Medical winners were Patti and Sharri Stengele of Advanced Rehab (Chicago, IL).

Winners were flown into Vegas on Saturday May 5th and treated to a cocktail reception that evening that featured the North American introduction of SportsArt's all-new line up of residential and vertical market elliptical trainers.

On Sunday, each winner was treated to 30-40 minutes driving each of 5 different supercars. The fleet, from World Class Driving, included a carbon-fiber McCalren Mercedes (\$460,000 626 hp, 0-60 in 3.5 seconds), a Ferrari F430 (\$200,000, 490 hp, 0-60 in 3.9 seconds), a Lamborghini Gallardo Spyder (\$200,000, 500 hp, 0-60 in 3.9 seconds), a Ford GT (\$160,000, 500 hp, 0-60 in 3.8 seconds), and a Porsche GT3 (\$125,000, 410 hp, 0-60 in 4.1 seconds).

There were a lot of lead feet, grinning faces and miraculously no tickets despite several triple digit speed readings on multiple speedometers.

According to SportsArt Fitness Marketing Director Scott Logan, "We thought it was fitting that the top sales performers from around North America should be rewarded with the ultimate in performance cars. Without exception, all winners felt this was a once in a lifetime experience."

About SportsArt Fitness

SportsArt Fitness is an industry leader in the design and manufacture of high quality cardiovascular fitness equipment for home, commercial and light industrial use. SportsArt retains control over every aspect of component design and the overall manufacturing process ensuring proper integration, maximum performance and longer product life. In addition to the TUV ISO 9001/9002 and ASQC 9001/9002 quality certifications, SportsArt products have also received CE and ETL-C approval. For more information on the SportsArt brand and their latest products visit us on the web at www.sportsartfitness.com.

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