

FOR IMMEDIATE RELEASE

TRUE Fitness Restructures and Consolidates Operations

ST. LOUIS – May 9, 2008 – TRUE Fitness, one of the world’s leading manufacturers of premium fitness products, today announced a plan to restructure and consolidate its plant operations.

For the past 27 years, TRUE products were designed and built at the company’s headquarters in St. Louis, Missouri. In an effort to keep pace with industry trends, TRUE will be moving its remaining fabrication operations to existing third party manufacturers, effective in July of this year. The domestic infrastructure that once supported the fitness industry has decreased significantly.

Although the less complicated component manufacturing will be outsourced, the company will continue to assemble products in St. Louis to ensure that all finished products meet the company’s rigorous quality standards. All engineering and design functions will continue at the company’s St. Louis headquarters.

“Partnering with companies whose expertise lies in component manufacturing will allow us to remain competitive in today’s global economy”, says Frank Trulaske, CEO of True Fitness. “Because the majority of our products will continue to be assembled here, there will be no compromise in the quality of our products. Our designers and engineers will have the same ability to ensure TRUE products are manufactured to the company’s exacting standards.”

TRUE provided its manufacturing employees an unprecedented nine months notice of the upcoming restructure. Each affected employee was given an opportunity to receive a bonus for remaining in their role until the transition is complete. The company also developed an active employee assistance program, complete with interviewing classes, letters of recommendation as well as assistance in finding new employment.

“Our manufacturing workforce has been outstanding” says Ward Petito, Executive Vice President of Operations. However, the reorganization will provide True with the opportunity to re-focus its efforts on its strengths in product design and engineering. “Implementing this change allows us to focus on what we do best – design innovative, high quality fitness equipment,” says Frank Trulaske. “Our design plan will, over time, lead to significant technical advances and ultimately improve our customers experience and quality across all our product lines.”

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TRUE Fitness Technology, Inc. is a global manufacturing leader in the fitness industry since 1981. Over the years, TRUE's innovative and award-winning products have solidified its reputation as an industry leader. TRUE markets premium fitness products in more than 70 countries through a worldwide network of more than 500 dealers and distributors. To learn more about TRUE, visit www.truefitness.com.