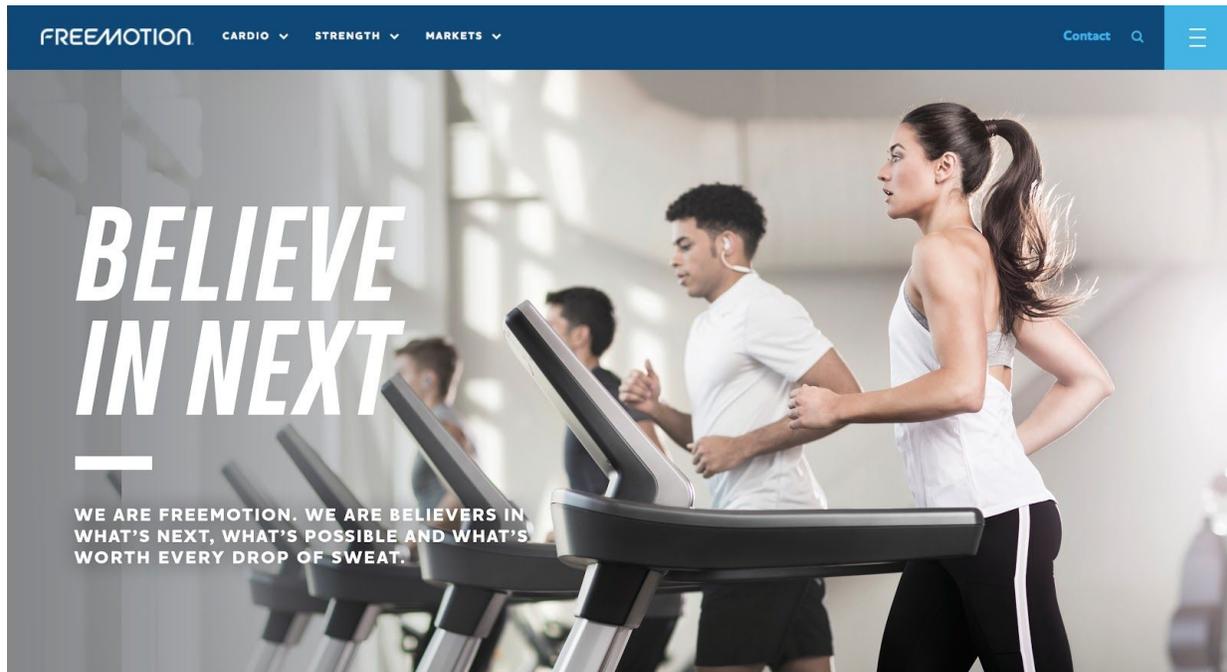


FREEMOTION.



FOR IMMEDIATE RELEASE

Freemotion's Year in Review: New leadership, new brand, new website

LOGAN, UT – Freemotion Fitness, a leading fitness manufacturer, starts the 2018 new year strong after a banner year in 2017. The company welcomed new leadership, revealed a new brand – including a new logo and colors – and a new, comprehensive website.

Over the past 18 months, ICON Health & Fitness, Freemotion's parent company, restructured the leadership team. Industry veteran Dan Toigo was appointed as SVP & Managing Director, Chris McGill was promoted to VP of Sales and Peggy Vo was hired to lead global marketing. Under McGill's direction, new Regional Directors and National Accounts Managers were added to the team to continue the focus on delivering a stellar experience and strengthening partnerships with customers.

In addition, Freemotion has undergone a brand refresh developed with a top branding agency. After having the same look since its launch in 1999, Freemotion decided to rebrand to mark the evolution of their product offering and poise Freemotion for their future focused on new product development.

“The new look better represents the Freemotion journey and the innovation we’re known for,” said Global Marketing Director, Peggy Vo. As to why Freemotion felt it was time to rebrand now, Vo says the timing is completely intentional. “It reinforces our commitment to move forward with the innovative products our customers expect,” she says. With a return to major industry trade shows, such as IHRSA in March 2018, Freemotion is looking to expand its reach in the US and internationally.

In addition to the new brand, Freemotion re-launched FreemotionFitness.com where customers can find detailed product information, success stories, customized product suggestions and quote requests.

Freemotion is a part of the ICON Health & Fitness family of leading brands including NordicTrack, ProForm, Weider for home fitness, iFit for fitness technology and Altra footwear.

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About Freemotion Fitness

Freemotion makes modern fitness machines that are safe, reliable, state-of-the-art and raise the fitness levels of passionate goal setters. Together with our 40-year old parent company, ICON Health & Fitness, we’re believers in what’s next, what’s possible □and what’s worth every drop of sweat.

About ICON HEALTH & FITNESS

Founded in 1977, ICON Health & Fitness is one of the world’s largest developers, manufacturers and marketers of exercise equipment with brands that include NordicTrack, Freemotion, ProForm, Weider, iFit and Altra. For the past 40 years, ICON has become the fitness industry’s leader in technology and innovation - with a legacy for the continuous pursuit of maintaining and improving the human body.

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