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Press Release

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BLUE FITNESS NAMED PEAK PILATES® DISTRIBUTOR FOR AUSTRALASIA

Blue Fitness has been appointed exclusive distributor for Australia, New Zealand and the South Pacific for the iconic fitness and Pilates Brand, Peak Pilates®.

“This partnership with Mad Dogg Athletics, the owner of Peak Pilates and Spinning®, gives us fantastic opportunities going forward. As the current Star Trac® and Spinning distributor for Australasia, we are in a strong position to supply and support the complete range of Peak Pilates equipment and education in the market,” said Scott Tibbutt, General Manager of Blue Fitness. “This agreement is timely, as Peak Pilates has just announced the launch of a new fit™ reformer, which is stackable and has a great price point for our market.” The cost-effective fit™ reformer has been developed with both the class and home user in mind, due to its unique patent-pending stackable design and simple, easy-to-use gearing.

Peak Pilates, one of the world’s top Pilates brands, has trained over 200,000 instructors and reached millions of enthusiasts in more than 80 countries worldwide through a network of 35,000 fitness facilities. “The global profile of Peak Pilates combined with our



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experience within the fitness equipment industry in Australasia will no doubt provide great benefits to Pilates professionals across the continent” Tibbutt commented. “We truly believe that this is one of the most exciting developments for the Pilates market in recent times, and will provide a fresh option for both equipment and education, with an emphasis on quality provision to both classical and contemporary styles.”

Mad Dogg Athletics, Inc. (MDA) began operation in 1991. As the creator and iconic leader of the indoor cycling brand Spinning, MDA is responsible for developing the indoor cycling category into the global phenomenon it is today. The partnership between John Baudhuin and Johnny G in the early part of the last decade has resulted in nearly one million Spinner® bikes sold and hundreds of thousands of people across the globe participating in Spinning® classes every day! In 2009 MDA acquired Peak Pilates, ensuring global distribution of the market leading Pilates equipment and education provider.

Blue Fitness and Peak Pilates advise they will honour all warranty commitments from existing customers.

Scott Tibbutt

General Manager

About Blue Fitness

Blue Fitness was established in 2002 and is the exclusive Australasian supplier for Star Trac®, Hoist®, Woodway®, Purmotion™ and Peak Pilates® to name a few. The focus on highest quality service alongside world leading products and innovation has founded a solid reputation that ensures Blue Fitness is the top choice for commercial fitness equipment. Blue Fitness and sister company Blue Finance additionally offer a complete solution to the Fitness Industry, from finance and software solutions to education and training.

About Peak Pilates®

Founded in 1996 and recognised as a leader in the professional Pilates community, Peak Pilates® have always been committed to preserving the integrity and genius of Joseph H. Pilates. Today, his singular method of exercise has re-emerged powerfully to help today’s fitness enthusiasts and



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athletes achieve new levels of performance. At Peak Pilates®, we're delivering that excitement in new ways with the advanced equipment, education and execution techniques you need to create a competitive edge.

Further Information

[Peak Pilates brochure](#)

www.bluefitness.com.au

www.peakpilates.com