



Press Release

12th December 2006

BODY BIKE NAMED AS PREFERRED BIKE FOR RPM™

Les Mills International (Les Mills) is pleased to announce that the Body Bike Indoor Cycle has been named Les Mills' preferred bike for its RPM™ indoor cycling program. Body Bike International is based in Frederikshavn, Denmark and has built a reputation as a pre-eminent manufacturer of high quality indoor cycles.

Les Mills says it based its appointment on the quality of the Body Bike and on consistently strong recommendations by senior members of the RPM™ program team.

"The Body Bike has established a well deserved international reputation since its introduction in 2001 and clearly merits this endorsement by Les Mills," says RPM™ Program Director Dan McDonogh.

Les Mills will use the Body Bike for the quarterly releases of RPM™ when these are filmed for instructor DVDs and at selected international trade shows and conventions. Les Mills will also encourage licensed clubs to use Body Bike in their RPM™ classes.

A number of Les Mills' international distribution agents already have a close relationship with Body Bike International. Les Mills' French, German and Dutch agents are already distributors of Body Bike in their respective markets.

The Chief Executive of Body Bike International, Kim Petersen, welcomed the appointment of Body Bike as preferred bike for RPM™, saying his company valued highly its association with Les Mills and RPM™.

"Our commitment to a safe, high-quality cycling experience is closely aligned with the quality and values embodied by RPM™ and this new arrangement is a win-win for both sides," he said.

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