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New Strength Company Completes Management Team

Andover, Minn. – May 31, 2006 – Torque Fitness, LLC, was established in May 2005 by Jerry Dettinger and Steve Duncan, the founders of ParaBody, Inc., Ramsey, Minn., a popular brand of strength equipment that was purchased in 1998 by Brunswick Corporation’s Life Fitness division, Schiller Park, Ill. Over the last year, Dettinger and Duncan have assembled a team with exceptional expertise and experience—155 years combined in the fitness equipment industry—and every member of the current group has an ownership position in the company.

The latest additions to the team are Pete Borchert, who is president and general manager, and Lance Shore, vice president of sales and marketing.

Dettinger and Duncan continue on the board of directors, with Dettinger as chairman. “I am thrilled to oversee this group that has a depth of industry experience and a track record of bringing new, innovative products to the market, and that is unique in the sense that the people running the company also own it”, said Dettinger.

Most recently, Borchert ran the consumer and vertical strength equipment business at Life Fitness, where he managed strategic direction, product design and development, marketing, training, production and service of a wide array of home gyms, single stations, duals, multi-stations and free weight pieces.

“It’s the embodiment of the American dream”, said Borchert. “Our design team of Tom Baumler, Mike Novak and John Cassidy not only bring many years of experience designing some

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of the most innovative ideas that are universally seen throughout the industry today, but have the creative freedom and imagination to take specialty strength to places it has never been before. The result is intelligent designs that produce powerful results for both the consumer and for our dealer partners.”

Baumler, Novak and Cassidy hold numerous patents and have been instrumental in the design of over 200 industry leading consumer and commercial strength products.

Shore formerly was national sales manager of consumer products at Life Fitness, responsible for all sales of home cardiovascular equipment and strength training products. At Torque, he teams up with industry veteran Pete Brask to deliver on a commitment of superior sales and service.

“When customers call today, they can’t help but speak to one of the owners of the business, and we’ll all be working to provide the ideal long-term win-win solution,” said Shore.

“This team is driven to developing and delivering innovative new technologies and products that will elevate training options to a new level,” added Borchert. “Product breakthroughs, combined with our personal, service-oriented and owners’ approach to our specialty retail customers will guide the development of the company as we move forward.”

Torque Fitness is headquartered in Andover, Minn.:

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Torque Fitness Background

Founded in 2005 by a passionate team of leaders with more than 155 years of fitness industry experience, Torque Fitness is dedicated to developing innovative, effective strength training products that deliver remarkably efficient workouts that produce results. Torque’s intelligent design and unmatched breakthroughs revolutionize strength training, and the company’s focused, personalized, owners’ approach fosters exceptional customer service.

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