



PRESS RELEASE

Total Gym® Appoints Jesse Campanaro to President; Announces Key Leadership Promotions

Changes to Total Gym Executive Team Match Leadership with Expanding Business Priorities

FOR IMMEDIATE RELEASE

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SAN DIEGO—Jan. 24, 2012—Total Gym®, the world’s leading manufacturer of functional and bodyweight training equipment, today announced executive team leadership changes including the appointment of Jesse Campanaro to president. Formerly vice president of sales, Campanaro carries on the family legacy of leading the San Diego-based company that his father, Tom Campanaro, founded more than 35 years ago. Today, Total Gym is a globally recognized brand and is used in more than 14,000 physical therapy clinics, athletic training facilities, hospitals, universities, professional sports teams and health clubs, inspiring over 24 million workouts per year worldwide.

“Having worked in nearly every area of this business over the last 15 years, Jesse has demonstrated an intense focus on developing himself in preparation for leadership of our company,” said Tom Campanaro, inventor of the Total Gym incline bodyweight trainer and founder of the company with his wife, Joy, and business partner Dale McMurray. “Jesse has earned the respect of our organization, his colleagues and industry professionals. He has proven his ability to lead Total Gym into the future,”

Jesse Campanaro grew up with Total Gym, the machine his father invented nearly four decades ago. Since joining Total Gym, Campanaro has assisted more than 500 fitness facilities around the world in launching successful training programs with GRAVITY®, Total Gym’s premier fitness program. Campanaro has first-hand experience coaching success in functional fitness programming and capital equipment sales. He is a graduate of Bentley University in Massachusetts with a bachelor’s degree in finance.

“As president, my primary objective is to surround myself with a skilled internal team and business partners who will help shape our future,” said Jesse Campanaro. “This is an exciting time for Total Gym. We are engaging in new business initiatives that will continue to drive our mission to positively change lives. I’d like to see Total Gym be number one in workouts worldwide.”

“We often hear announcements when companies have a changing of the guard or implement a new succession plan for their management team and we ask ourselves, is this good for their company?” said Ed Trainor, vice president of fitness, services and product development for Town Sports International. “Having worked with Jesse over the past four years, he has demonstrated to me that Total Gym will be in good hands and continue to be a company with an eye on innovation. Jesse gets my endorsement to carry on the legacy of Tom Campanaro, Chuck Norris and Christie Brinkley!”

Total Gym founder Tom Campanaro will continue to serve as the company’s chief executive officer. In addition to the promotion of Jesse Campanaro to president, the company has made other key leadership changes and promotions that reflect Total Gym’s commitment to building and maintaining a strong and dynamic management team for its increasing domestic and international business portfolios.

Executives appointed to new leadership roles include:

- **Randy Bergstedt** has been promoted from executive vice president to chief operating officer of Total Gym, to include overseeing marketing.
- **Joy Campanaro** has been named senior vice president of licensing and brand management; previously she was the senior vice president of marketing.
- **Michael Steel**, based in London, England, has been promoted from international business development to director of international business leading Total Gym’s expanding global operations.

“The new leadership appointments reflect the management team’s significant contributions to Total Gym as well as the support of their peers,” said Jesse Campanaro. “These key executives play a critical role in driving business forward as we explore new opportunities to grow the brand and continue to deliver results that change lives.”

Website: www.totalgym.com
Corporate Blog: <http://blog.totalgym.com>
Facebook: www.facebook.com/TotalGym
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About Total Gym

Total Gym® is the world's leading privately-held manufacturer of functional and bodyweight training equipment. Founded in 1974, the San Diego-based company's Total Gym products are used in 14,000 physical therapy clinics, athletic training facilities, hospitals, universities, professional sports teams and health clubs, inspiring over 24 million workouts per year worldwide. Total Gym has a 15-year relationship with American Telecast Products, which launched the Total Gym bodyweight trainer into the consumer market with the longest running television infomercial in history, selling over four million units. Now with operations in 23 countries, Total Gym continues to lead the industry with innovative functional training equipment and the award-winning GRAVITYSystem® commercial fitness program. For more information, visit www.totalgym.com or call (800) 541-4900.

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