



FOR IMMEDIATE RELEASE

The World Spinning and Sports Conference Smashes Records in 2010

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June 11, 2010, Venice, Calif.—The 2010 World Spinning® and Sports Conference (WSSC) welcomed a record high number of attendees this past weekend. The conference was held June 3–6 at the InterContinental Hotel in Miami, Fla. and over 1,200 fitness instructors and enthusiasts from around the world attended the weekend event. WSSC offered fitness instructors and enthusiasts the chance to build their fitness resumes with nearly 300 sessions in Spinning, Peak Pilates®, Resist-A-Ball®, Bodyblade®, yoga, Zumba®, boot camp, Tai Chi, dance workouts and more.

Special guests included Beto Perez, the creator of Zumba, Bruce Hymanson, PT, the creator of Bodyblade, Jim and Bill Germanakos, season four winners of NBC's *The Biggest Loser* and author and fitness model, Jennifer Nicole Lee. Holistic health expert Paul Chek, HHP, also presented several sessions on topics such as fitness program design and client management.

The silent auction and raffle that were held at this year's conference helped raise more than \$5,000 for Ride 2 Recovery, a charity that benefits the mental and physical rehabilitation of veterans. Other special events included a Cadence Court Challenge, the Welcome Reception at the Hard Rock Café and a Spinning Master Instructor team ride, in which Spinning Master Instructors from all over the world took turns leading the ride in their native language.

More sponsors showcased their latest products and technology at this year's conference than ever before. Star Trac®, Garmin®, SIDI®, POM Wonderful®, Bikefit, nuun®, Polar®, Digifit™, Celsius®, Power Plate®, Zumba, Spinervals™, New Leaf™, Tanita®, B-Bands and BSN® and more sponsored the most successful WSSC yet.

Home of the Spinning®, Peak Pilates®, Resist-A-Ball®, Bodyblade®, freeFORM® Board and SPIN Fitness® brands, Mad Dogg Athletics is the world's largest equipment-based education company. Mad Dogg Athletics has trained more than 200,000 instructors and has reached millions of enthusiasts in more than 80 countries worldwide through a network of more than 35,000 fitness facilities. The company manufactures home Spinner® bikes, Pilates and functional training equipment, DVDs and a complete line of Spinning-branded apparel and accessories. Mad Dogg Athletics also works closely with Star Trac, who is the licensed distributor of the patented line of Spinner bikes for the commercial market. Find out more about Mad Dogg Athletics equipment, products and education at www.maddogg.com or by calling 800-847-SPIN(7746).

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