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**FOR IMMEDIATE RELEASE**  
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## **Lynette Kowalke and Dan Foust Jr. Join BH North America**

June 9, 2010 (FOOTHILL RANCH, CA) BH North America announced today the addition of two fitness industry veterans to the BH Sales Team. Dan Foust will manage BH sales in the Midwest as the new Midwest Regional Sales Manager while Lynette Kowalke will drive BH sales in the Southwest as the new Southwest Regional Sales Manager. With a combined 29 years of industry experience, Mr. Foust and Ms. Kowalke bring exceptional experience and outstanding accomplishments in management to BH North America and its network of dealers.

Before joining BH North America both Mr. Foust and Ms. Kowalke held several executive positions in the fitness industry. Most recently Mr. Foust served as President and Co-Founder of FitChix, a dynamic company focusing on the wellness and fitness of women. Prior to FitChix Mr. Foust was the East Coast Regional Sales Manager for True Fitness where he managed sales, guided dealer support and grew the dealer base throughout the East Coast. Mr. Foust has also held positions at Commotion Retail Services, Winning Endeavors, Super Stars and Direct Sales Unlimited.

Ms. Kowalke recently served as Senior Manager at Power Plate North America and, prior to Power Plate, Regional Sales Manager for True Fitness where she successfully managed and developed a retail and commercial dealer base across fifteen western states. Ms. Kowalke also held positions at Vision Fitness and Cybex International.

Steve Lindenau, BH North America's National Sales Manager, said of the additions to the BH Sales Team, "Great companies are made up of hard working, dedicated, intelligent people such as Lynette Kowalke and Dan Foust. They are highly respected fitness industry veterans, and are experts in their trade. I am extremely proud to have them on the BH team!"

### **ABOUT BH NORTH AMERICA**

BH North America Corporation is a multi-faceted company within the BH Group, headquartered in Spain. BH and its affiliates have operations in North America, Spain, Mexico, Asia, UK, Portugal and Deutschland. Celebrating its 100th year, BH Group began in Spain in 1909 as a steel manufacturing company and has since developed multiple business segments, becoming a leader in a variety of industries including fitness equipment, bicycles, and storage solutions. BH North America encompasses the brand names BH Fitness, Bladez Fitness, Ion Fitness, and Ulti-MATE Garage. Under these brand names lay a multitude of products including commercial fitness equipment, consumer fitness equipment, and a variety of storage solutions.



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