



BH NORTH AMERICA
20155 ELLIPSE
FOOTHILL RANCH, CA 92610
PHONE: 949.206.0330
FAX: 949.206.0350
WWW.BHNORTHAMERICA.COM

FOR IMMEDIATE RELEASE
CONTACT: KRISTIN SEDGWICK, DIRECTOR OF MARKETING
KristinS@bhnorthamerica.com
949-206-0330

BH North America Announces Addition of Industry Veteran to Sales Team

November 15, 2010 (FOOTHILL RANCH, CA) Leading Orange County fitness equipment manufacturer BH North America is pleased to announce the addition of David Neziol to the BH North America sales team. Neziol joins BH North America as the Northeast Regional Sales Manager.

Neziol comes to BH North America with 16 years of experience in the fitness industry and a reputation for providing superior service to his dealers, echoing BH North America's commitment to its own network of dealers. Most recently, Neziol held the position of Vice President of Sales at Accell Fitness North America, overseeing both its Tunturi and Bremshey Sport brands. Among his many successes during his time with Accell, Neziol introduced the Bremshey Sport brand into the North American market, taking it from a new brand to a market leader for its price point in the specialty fitness world.

Neziol joins BH North America's sales team where he will work directly with BH's specialty dealers in both the Northeastern United States and parts of Canada. With this addition, BH North America has solidified a sales team that doubled in size in the last year.

"We are thrilled to have Dave Neziol on the BH team," said Steve Lindenau, National Sales Manager of BH North America. "Dave has an incredible history of sales success and relationship building for the North American specialty fitness market. His talents will help us be a better company and help our Northeastern United States and Canadian dealers to grow their businesses."

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 Germany. Celebrating more than 100 years, 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 utility furniture. BH North America encompasses the brand names of BH Fitness, Bladez Fitness, Ion Fitness, Ulti-MATE Garage and Maximum Garage. Under these brand names lay a multitude of products including commercial fitness equipment, consumer fitness equipment, and a variety of furniture solutions offered by the BH Furniture division.

For more information visit www.BHNorthAmerica.com. The mark "BH" and the design mark BH Fitness, BH Furniture, Bladez Fitness and Ion Fitness are registered trademarks and used by BH North America Corporation under license from their owners.

BH NORTH AMERICA :: BH SPAIN :: BH MEXICO :: BH ASIA :: BH UK :: BH FRANCE :: BH PORTUGAL :: BH DEUTSCHLAND