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## **BH Names Jim McGeehan National Sales Manager for Bladez Fitness**

September 22, 2011 (FOOTHILL RANCH, CA) – BH North America, a leading Orange County fitness manufacturer, bolstered its strong sales team with the addition of Jim McGeehan as National Sales Manager for the Bladez Fitness brand.

In his new role, McGeehan will focus on growing new business by expanding the number of big box retailers who carry the brand's comprehensive line of high quality, value driven fitness products. He will also foster relationships with current key customers Academy Sports + Outdoors and Sport Chalet to increase their product mix as BH Fitness continues to deliver new products to the home exerciser.

McGeehan brings more than 15 years of sales and management experience for top companies like Summer Infant, Sportcraft, And 1 Basketball, and Waterford Wedgewood, Inc. where he developed a reputation for strategic planning that resulted in increased revenue and improved market penetration. With an emphasis on communication and effective training, McGeehan has managed national and regional sales representatives and retail accounts, leading his teams to close sales at higher margins and swiftly sell through inventories.

“Jim is a great complement to our sales team. He brings invaluable experience with big box retailers, understanding how they purchase and what they look for in a manufacturing partner. Couple that with his passion for fitness and his ability to lead, and Jim is a perfect fit to help us reach our lofty growth goals for the Bladez brand,” said John Coyle, senior vice president of BH North America.



Prior to BH Fitness, Jim worked with large, multi-national retailers such as Babies R Us, Costco, The Sports Authority, Kohl's and Target, as well as Internet sales outlets like Amazon.com and Overstock.com. In 2007, he earned top honors with Target as the "Sporting Goods Vendor of the Year" while increasing sales and improving shelf space and end cap positioning for his products across stores nationwide.

McGeehan is a graduate of the University of Pennsylvania's Wharton School of Business and former MVP quarterback in the Ivy League.

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### **About BH Fitness**

BH Fitness is a multi-national company within the BH Group, headquartered in Spain. Built on a legacy of more than 100 years of producing high quality, user-focused fitness equipment for the home, light commercial and full commercial settings. BH Fitness manufactures and distributes treadmills, ellipticals, upright bicycles, recumbent bicycles, indoor training cycles, whole body vibration platforms and strength circuits. With distribution and operations in North America, Spain, Mexico, Asia, UK, Portugal and Germany, BH Fitness products can be found in more than 65 countries worldwide, making BH Fitness one of the most trusted and widely used fitness brands available today.

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