



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

FOR IMMEDIATE RELEASE
CONTACT: JULIE CREED, DIRECTOR OF MARKETING
JulieCreed@BHNorthAmerica.com
949-206-0330

BH Signs Triathlete Angela Naeth to Two-Year Deal

March 18, 2011 (FOOTHILL RANCH, CA) – Leading Orange County fitness equipment manufacturer BH Fitness and Tempe, AZ-based top-level road bike company BH Bikes announce a partnership with elite triathlete Angela Naeth through the end of the 2012 racing season.

Naeth experienced a breakout year in 2010 with multiple top-10 finishes after sitting out the 2009 season with a severe tibia stress fracture. Building upon her recent achievements, Naeth is poised to dominate Ironman® 70.3 events, 5150 Olympic-distance events and various other championships around the world.

Angela Naeth will train and compete exclusively on BH products. As part of her rigorous training regimen, Naeth will work out on BH Fitness high-end home use and commercial cardio equipment including treadmills, ellipticals, bikes, indoor cycles and whole body vibration platforms.

“We are pleased to be working with elite athlete Angela Naeth, whose dedication and tireless training have led to remarkable results and top finishes. She embodies the BH Fitness spirit. We continue to be one of the fastest growing brands in health and fitness due to our commitment to provide high value, top quality home use and commercial fitness equipment to help people achieve their fitness goals. Together with BH Bikes, we are proud to provide top quality equipment for Ms. Naeth to train and compete on, as she continues to build upon her recent success,” said Steve Wilkins, president and chief executive officer at BH Fitness.

Building upon our reputation for delivering exceptional quality home use and commercial equipment, BH Fitness is pleased to be working with BH Bikes to provide elite athlete Angela Naeth top quality equipment on which to train and compete.

Naeth will enhance her outdoor training on the BH Bikes Cristal all new, world-class women’s race-specific frameset that delivers unmatched women’s fit, ride quality, performance and technology. She will compete on the GC Aero, which was developed and designed in collaboration with the best fit experts, leading retailers and most seasoned journalists in the sport with the world’s top triathletes in mind. The GC Aero has been tested tirelessly in the wind tunnel and is race-proven to excel in the world’s most demanding events – from the lava fields of Kona and the grueling Race Across America to the TT stages of the Tour de France. It is the same bike that Spanish professional triathlete Eneko Llanos competed with during his multiple top-10 finishes at the annual Kona Ironman event.



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"I wanted to train on equipment that I was comfortable with and that would withstand even my most challenging workouts. BH Bikes and BH Fitness products meet those requirements and exceed my expectations," said Naeth.

The relationship between Naeth, BH Fitness and BH Bikes is one of mutual benefit. BH Fitness will supply Naeth with high-end, award-winning cardio and whole body vibration equipment to help her reach her total fitness goals. BH Bikes brings Naeth a complete package to enhance her training regimen and improve her position to win. As a coach and trained physical therapist, Naeth will use her proven experience to offer informed feedback and input into the development of future BH Bikes triathlon products and BH Fitness equipment for home and commercial use.

Naeth placed 5th at the Abu Dhabi International Triathlon this past weekend in her first event of the 2011 season. Upon her return, she will continue her training in Tucson for the winter, and will head to Galveston, TX next month for the Memorial Hermann Ironman 70.3 Texas.

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About Angela Naeth

Hailing from Prince George, British Columbia, Canada, Angela Naeth (<http://www.angelanaeth.com>) is an accomplished third-year elite triathlete and coach, focusing on 70.3 Ironman and 5150 Olympic-distance events for 2011. Naeth is also a certified physical therapist in her native Canada. Her other sponsors include Shimano, Pearl Izumi, TriSports.com, Gu, Rudy Project and CycleOps. Naeth currently splits her time between training in Boulder, CO and Tucson, AZ.

About BH Bikes

BH Bikes capitalizes on a rich history of Spanish cycling and more than 100 years of setting performance standards in a sport inherently driven to innovate. Through a modern obsession with research, engineering, design and development, BH Bikes (www.bhbikes.net) has developed a line of higher-performance bicycles that are lighter, stiffer and more ergonomic than the competition.

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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