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**FOR IMMEDIATE RELEASE**  
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## **BH North America signs fitness veteran Julie Creed as their Director of Marketing**

March 30, 2011 (FOOTHILL RANCH, CA) – Leading Orange County fitness equipment manufacturer BH North America announced the appointment of Julie Creed as their Director of Marketing. Ms. Creed is an industry marketer who has worked on the Iron Grip, Spinning® and Star Trac Fitness brands respectively, and was part of the senior marketing team to turn Star Trac into a top-10 Nielsen brand.

She has 20 years of cumulative experience in strategic planning, marketing and public relations and has created award-winning campaigns for hundreds of celebrity endorsed products, big box retailers and fortune 500 companies.

“We’re pleased to have Julie on our team. She’s not only another great addition to the BH team, but also a reinforcement of BH North America’s ability to attract top industry talent. There’s no doubt Julie will continue to push BH North America brands to new heights.” said John Kipper, chief operating officer at BH Fitness.

Ms. Creed previously served on the Board of Directors for the Flo-Jo Foundation governing grants and marketing efforts. She has also worked with three time World’s Strongest Man Bill “Kaz” Kazmaier and created product marketing and PR campaigns for Olympic Medalists, Michellie Jones, Cathy Rigby, Al Joyner, and the late Florence Griffith-Joyner.

“I am excited to join the BH North America team and I’m especially motivated by the direction that I see the company taking. The sales and marketing team is extremely strong and I look forward to leading their brand efforts within all classes of trade.” said Ms. Creed.

With 10 years dedicated specifically to licensing and home goods, Ms. Creed will be able to capitalize on her experience for BH North America’s furniture division.

BH Fitness is a multi-national 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 garage and utility storage solutions offered by the BH Furniture division.



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