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FOR IMMEDIATE RELEASE

CYBEX PINK TREADMILLS MAKE STRIDES AT SHAPE'S PILATES FOR PINK NEW YORK EVENT

BOSTON, MA (October 2, 2009) – CYBEX, a manufacturer of premium exercise equipment, is looking to promote the benefits of exercise and risk reduction for breast cancer survivors. CYBEX has installed hundreds of its 750T pink treadmills in fitness clubs, sports facilities and YMCA's across the country and throughout the month of October (Breast Cancer Awareness Month) it will donate 10 cents for every mile logged on the pink treads to the Breast Cancer Research Foundation (BCRF).

In addition to partnering with the BCRF throughout October, **CYBEX pink treadmills will be featured at *Shape Magazine's* 4th annual Pilates in the Park event, Sunday, October 4th at Union Square Park in NYC. Collectively, with Shape, the #1 lifestyle magazine, they will invite the public and event participants to walk or run on a pink treadmill to raise funds for the BCRF.**

The Shape event will provide a platform for consumers (and attendees) to get involved, get active and make a difference through challenging, motivational and beneficial classes. CYBEX pink treadmills will be on display at the Pilates in the Park event and encourage attendees to join in the CYBEX Pink Ribbon Run Relay to raise awareness on how exercise reduces the risk of getting breast cancer and also help raise money for the BCRF.

"*Shape* has been out in front on this cause for years and we're pleased to participate at their event and equally eager to promote the benefits of exercise in reducing the risk of breast cancer." stated Joan Carter, Executive Director of the CYBEX Pink Ribbon Run. "We're overwhelmed by the responsiveness and participation from fitness facilities that have installed pink treadmills to help raise funds for breast cancer research and this is yet another high profile venue that can raise dollars and awareness to the cause."

Research from The Nurses Health Study published in the Journal of American Medical Association (JAMA) tracked nearly 3,000 women up to 14 years after their breast cancer diagnosis and found that exercise reduced the likelihood of breast cancer recurrence and increased the odds of living longer.

Shape's Union Square event is open to the public and day-of-event class ticket purchase is available (although pre-registration is highly recommended) by visiting www.pilatesforpink.com.

For information on CYBEX Pink Ribbon Run, visit: www.cybexintl.com. For photographs, videos, interviews or information, contact Lynn Luczkowski Lynn@L2comm.biz or 860-313-1426.

About CYBEX

Cybox International, Inc. is a leading manufacturer of premium exercise equipment for commercial and consumer use. The CYBEX product line, including a full range of strength and cardio training machines, is designed using exercise science to reflect the natural movement of the human body. Led by the Cybox Institute for Exercise Science, CYBEX fitness equipment is engineered to produce optimal results for users from the first-time exerciser to the professional athlete. Products are available for a wide range of facilities, from commercial health clubs to home gyms, and are sold in more than 85 countries worldwide. For more information on CYBEX and its product lines, visit the Company's website at www.cybexintl.com.

About The Breast Cancer Research Foundation

The Breast Cancer Research Foundation® was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit 501(c) (3) organization dedicated to funding innovative clinical and translational research. The Foundation supports scientists at top universities and academic medical centers worldwide conducting the most advanced and promising breast cancer research that will lead to prevention and a cure in our lifetime. A minimum of 85 cents of each dollar donated to the Foundation goes directly to breast cancer research and awareness programs. In October 2009, over \$33 million will be awarded to more than 166 scientists across the United States and in Australia, Canada, Latin America, the Middle East, and throughout Europe. And for the eighth consecutive year, BCRF received Charity Navigator's highest rating, four stars, thus outperforming over 99% of the evaluated charities, while the American Institute of Philanthropy has awarded BCRF its highest possible rating of A+. BCRF is the only breast cancer organization in the U.S. to receive these accolades. For more information, visit www.bcrfcure.org or call 1.866.FIND.A.CURE.

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