



Cybox, PumpOne Announce Partnership to Enhance Mobile Personal Training, Provide Expert Advice

MEDWAY, MA – March 14, 2012 – Cybox International Inc. (NASDAQ: CYBI), a leading manufacturer of premium exercise equipment, and PumpOne, a leader in consumer and professional personal training solutions, today announced a partnership that will provide users of online and mobile fitness applications with unprecedented access to Cybox technology and research.



Cybox exercises, workout plans and research will be available on FitnessBuilder Web as well as the iOS and Android mobile apps thanks to a new partnership between Cybox and PumpOne.

In the coming months, official Cybox exercises will join the more than 2,000 exercises featured in PumpOne's FitnessBuilder platform, available online and on iOS and Android mobile devices. In addition to the individual exercises at the core of the platform, FitnessBuilder will provide full workout programs designed by Cybox Research Institute (CRI) experts, and give users access to CRI's fitness advice and innovative research.

"PumpOne is on the cutting edge of fitness technology, and Cybox is proud to partner with them to provide exercise and programming content that will help FitnessBuilder users maximize their workout results," said Ray Giannelli, senior vice president of research and development for Cybox.

"We're excited to welcome Cybox into the FitnessBuilder family as we continue to build on the world's largest exercise library," said Craig Schlossberg, co-founder of PumpOne. "Cybox's top-of-the-line equipment is an integral part of workouts for athletes, trainers, and gym members at all fitness levels, and the Cybox Research Institute's expert advice will be invaluable to FitnessBuilder's users."

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About PumpOne

Since 2005, PumpOne has been the leader in mobile personal training solutions with state-of-the-art fitness technology for consumers and professionals. PumpOne has built the world's largest exercise image, video and workout libraries and coupled them with the most innovative and comprehensive mobile technologies, resulting in two flagship products: FitnessBuilder and FitnessClass.

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About Cybex

Cybex International, Inc. is a leading manufacturer of premium exercise equipment primarily for commercial 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 [Cybex Research Institute](#), Cybex fitness equipment is engineered to produce optimal results for users from the first-time exerciser to the professional athlete. Cybex designs and builds its products in the USA for a wide range of facilities, from commercial health clubs to home gyms, in more than 85 countries worldwide. For more information on Cybex and its products, visit the Company's website at www.cybexintl.com.

This news release may contain forward-looking statements. There are a number of risks and uncertainties that could cause actual results to differ materially from those anticipated by the statements made above. These include, but are not limited to, the ability of the Company to comply with the terms of its credit facilities, competitive factors, technological and product developments, market demand, economic conditions, and the resolution of litigation involving the Company. Further information on these and other factors which could affect the Company's financial results can be found in the Company's previously filed Report on Form 10-K for the year ended December 31, 2010, its Reports on Form 10-Q, its Current Reports on Form 8-K, and its proxy statement dated April 14, 2011.

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