

750T Treadmill

CYBEX® **JOIN THE 2nd ANNUAL PINK RIBBON RUN**

Let your members make their workout work for breast cancer research.

When you purchase a pink treadmill, CYBEX will donate 10c/mile logged during the month of October (Breast Cancer Awareness Month) to The Breast Cancer Research Foundation.

The
Breast
Cancer
Research
Foundation.

The Breast Cancer Research Foundation is dedicated to preventing breast cancer and finding a cure in our lifetime by funding clinical and translational research worldwide. For more information about BCRF, visit www.bcrfure.org.



The promotion: How does it Work?

- Take delivery of your new 750T pink treadmill any time before September 30th, 2010
- Register your pink treadmill by using the CD that accompanies the treadmill, or by using the CYBEX website (www.cybexintl.com/pinkribbonrun)
- Put up the poster, the hang tag, and tell members how you have helped them support a cause that is near and dear to their hearts
- On October 1st, 2010, you have three ways to register your treadmill mileage (choose one):
 - 1** Click on the reminder link that CYBEX will email you
 - 2** Use the Registration CD that came with your treadmill
 - 3** Go to the CYBEX website and type in the treadmill serial number
- On October 31st, 2010, register your ending mileage using one of the three steps listed above

CYBEX[®]
Serious about fitness.

To be eligible for donation, treadmill must be registered on or before September 30th, 2010. Mileage must be recorded on October 1st and October 31st, using one of the three steps above. CYBEX reserves the right to audit mileage on any pink 750T treadmill.

Why your facility should buy a pink 750T Treadmill



Women are 54% of health club members and the fastest growing member group.

Breast Cancer Research: A Great Cause

The American Cancer Society estimates one out of every eight women will develop breast cancer. 192,370 new cases of breast cancer were expected to be diagnosed among women in the United States in 2009, with 40,170 deaths. Breast Cancer is the second leading cause of cancer death in women, after lung cancer. One out of 208 breast cancer cases occur in women under the age of 40.

Data from American Cancer Society 2009.

Exercise: A Great Benefit For Women's Health

Vigorous exercise may cut risk of breast cancer by 30 percent in normal-weight women.

November 2008 – Journal of Breast Cancer Research.

Girls and young women who exercise regularly between the ages of 12 and 35 have a substantially lower risk of breast cancer before menopause compared to those less active.

May 2008 – Journal of the National Cancer Institute.

We have found that exercise likely offers protection against breast cancer regardless of a woman's stage in life.

February 2007 – University of Wisconsin's Comprehensive Cancer Center.

Pink Ribbon Run: A Great Opportunity To Show Your Club Cares

Your purchase of the pink 750T comes with a pre-packaged breast cancer awareness campaign promoting your facility's participation (including a press release template, web imagery, poster, hang tag and table-top):

- Give your members the opportunity to do more with their exercise time. Every mile earns money for breast cancer research!
- An exercise-related cause your club can get behind and bring to your community. Join the national press coverage and receive local media recognition.

CYBEX: A Great Treadmill For Your Members

The CYBEX 750T is a powerful workhorse treadmill that is built to stand up to heavy commercial use. The 6.0HP motor and built-to-last running deck on the 750T treadmill are indicators of the durability of CYBEX design and manufacturing. Long after the official pink ribbon run is over, the pink treadmill will still be working for you.

CYBEX also offers great financing packages on our 750T Pink Treadmills!

* Financing available for North America only

Extend the Promotion to Help Attract New Members

OK — so you purchased the CYBEX 750T for the 2nd Annual Pink Ribbon Run.

But now it is November 1st. You've generated excitement among your members, have gotten publicity for your facility, and earned money for a worthy cause. Sure you have a great new treadmill for your members to work out on. But what else can you do to make the 750T work to promote your facility? Here are a few of the many ideas some of our clients have come up with.

The donation period doesn't have to stop. Invite the community to come in and work out for one day and let them know that you will make a donation to whatever charity is important to your community. Or... continue a donation to The Breast Cancer Research Foundation.

Use this unique piece of equipment to get members to suggest a charity your club would like to get behind. Ask them to get their friends, family, or employer to sponsor them as they earn money by logging miles on the pink treadmill.

Use a raffle to auction off the magnificent 750T to members — old and new. At \$25/ticket, you need to sell less than 200 tickets to re-coup your investment!

What if you purchased the 750T Treadmill last year?

For every one new pink treadmill you purchase this year, a donation will be made for one pink treadmill that you purchased the prior year, in addition to the donation on your 2010 purchases.

WORLD HEADQUARTERS

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To join the Pink Ribbon Run, call CYBEX today at +1.774.324.8000.