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CYBEX LAUNCHES CYBEXGO PLATFORM TO PROVIDE USERS WITH INTERACTIVE WORKOUT EXPERIENCE

New Digital Media and Fitness Platform Brings On-Demand Content and Fitness Tracking Abilities to Cybex 700 Cardio Series

MEDWAY, MA, March XX, 2014 – Today [Cybex International](#), a leading manufacturer of premium exercise equipment, announced the launch of CybexGO. The [Netpulse-enabled](#) digital media and fitness platform was designed to provide users with an improved exercise experience. From virtual workout environments to live HD TV, on-demand content and asset management features, the console will be available for the [Cybex 700 Cardio Series](#) line of equipment in spring 2014.

“CybexGO further elevates our premier cardio series with the addition of both media and monitoring capabilities,” said Art Hicks, CEO of Cybex. “By staying at the forefront of both innovation and product offerings, our aim is to provide users with a comprehensive and top-of-the-line fitness experience.”

Entertain & Engage

The CybexGO platform provides personalized entertainment to keep users immersed in their workout routines. On-demand options include hundreds of the most popular and classic TV shows, movie trailers, music videos, sports and video game trailers. The easy-to-use touchscreen also allows users to create and save personalized playlists of their favorite music videos.

Virtual Active™ delivers an immersive workout experience by offering cinema-quality, first person videos that transport users and transform their workouts. Train on iconic trails in pristine national parks, jog in some of the country’s most beautiful cities or ride through the exotic landscapes of the Swiss Alps, Australia or Italy.

Set Goals & Track Workouts

Standard on all 700 Cardio Series products is the CardioTouch™ display, a single command center that allows users to select workouts and control equipment all in one place. Additionally, the CybexGO platform allows users to set individualized goals such as calories burned, duration or distance covered. Workouts can be tracked across all CybexGO equipped 700 Cardio Series equipment. This connected exercise experience allows users to keep track of their workout history; view statistics by day, week, month or year; integrate third party apps and fitness trackers such as MapMyFitness and RunKeeper;

and add sessions that were completed outside the gym. Users can also participate in national fitness challenges to further motivate themselves to reach new goals.

Asset Management

The CybexGO platform provides facilities with the necessary tools to manage assets and make smarter business decisions. Use the analytics feature to view and monitor equipment usage, including total number and duration of workouts, monitor wear and tear for proper rotation, and determine which equipment is most popular among members. CybexGO can also be used to engage members by providing content, club events and promotions across consoles.

The new CybexGO Netpulse-enabled platform is a comprehensive exercise experience that can be tailored to each user's personal preferences. From tracking to entertainment, all fitness and media capabilities can now be accessed at the touch of a button.

ABOUT CYBEX INTERNATIONAL

Cybex International, Inc. is a leading manufacturer of premium exercise equipment. The Cybex product line, which includes 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 <http://www.cybexintl.com> or follow us on [Twitter](#), [Facebook](#) or [Google+](#).

ABOUT NETPULSE

Headquartered in San Francisco, CA, Netpulse, Inc., is a media and data services company focused on delivering dynamic, interactive products and experiences to active-lifestyle consumers. Netpulse delivers a personalized media experience that makes exercising more enjoyable and rewarding. Netpulse media products, which are available through exercise equipment in fitness centers, home fitness equipment, and through mobile applications, provide advertisers with direct one-on-one access to a highly engaged audience that is difficult to reach through traditional media. Netpulse investors include August Capital, Javelin Venture Partners, and DFJ Frontier. To learn more about Netpulse products and services, visit www.netpulse.com or contact sales@netpulse.com, 1-877-NETPULSE.

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