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CYBEX UNVEILS NEW EAGLE LINE OF STRENGTH EQUIPMENT AT IHRSA

Premium Line of Equipment Redefines Strength and Style with Unparalleled Biomechanics and Aesthetic Design

MEDWAY, MA, March 11, 2014 – Today [Cybex International](#), a leading manufacturer of premium exercise equipment, unveiled the new Eagle strength line at IHRSA. The 12-piece line of selectorized strength equipment will provide high-end and trainer-focused facilities with an unmatched range of biomechanically superior, advanced engineered, aesthetically inviting pieces that provide all users with an unparalleled workout experience. The new line will be available in spring 2014.

“Over the years, strength training has evolved from simply bench pressing weight to using selectorized equipment as part of a more complex and balanced fitness routine,” said Art Hicks, CEO of Cybex. “We constantly strive to offer our users the most advanced and effective equipment on the market, and I’m proud to say our Eagle line sets a new benchmark for excellence in strength machines.”

Redefining Strength

An independent survey* showcases the importance of strength training for today’s gym-goers, with over 81% of respondents saying strength exercises are essential in helping them achieve their fitness goals. The survey also shows that today’s exercisers have more diversified goals than those of 10 years ago. Strength equipment is used to build lean muscle, boost capability, improve bone density, manage chronic conditions, and burn calories, and the benefits are more generally recognized.

While the catalyst for the launch of the new Eagle line was a three-year customer-focused initiative that was recently concluded by Cybex, the survey results further validated the findings. A large majority of survey respondents said that traditional strength equipment is an essential staple in their workout routine, allowing them to reach goals of building and maintaining muscle mass as well a fit and healthy body composition.

Restyled, Refined & Reimagined

Since the Eagle line was first launched, Cybex has set the bar for strength offerings. The company has now completely overhauled both the technology and design of the Eagle line, combining unmatched biomechanics with fashion-forward aesthetics, to deliver the next-generation of exercise equipment.

Reimagined from the ground up, the design has been restyled and now boasts a sleek frame, double-stitched cushion accents for a refined look and durability, contoured seats for added comfort and more accessible water bottle and towel holders. New features have also been added to provide users with the educational tools needed to safely and effectively achieve their fitness goals. Intuitive placards illustrate proper use and movement, instructional videos (standard and advanced) can be accessed via QR code and mobile app, and a smartphone and tablet holder has been added to allow for on-machine viewing. One thing that hasn't changed is the focus on the end user's experience, emphasizing the need for simplicity, ease of use and consistent results.

The Eagle line's patented Dual Axis Technology allows users to train in either pre- or user-defined patterns of motion. Independent arm motion encourages symmetrical strength and development while converging and diverging movements afford natural movement. Users can also optimize their workouts with an incremental weight system and gas-assisted adjustments for the seat and back pads.

The just-announced Cybex Eagle line ultimately offers end-users of all levels the most unique and premium experience on the market, while providing both diversified workouts and a balanced approach to fitness.

*The data for this survey was collected from January 10-16, 2014 via online panel and was self-administered by 1,247 respondents over the age of 18. You can view results in their entirety [here](#).

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+](#).

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