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PRESS RELEASE

Chris McGill Promoted New Vice President of Sales for FreeMotion Fitness

(Logan, UT — October 12, 2016) — ICON Health & Fitness announces the promotion of Chris McGill to FreeMotion Fitness Vice President of Sales, North America.

Dan Toigo, who was recently promoted to Senior Vice President of ICON Health and Fitness and Managing Director of FreeMotion Fitness, selected McGill because of his 26 years of experience in the industry.

“Promoting Chris was a natural choice. I have known Chris for over 20 years,” said Toigo. “Chris has his finger on the pulse and has led many successful teams throughout his career. He is the best person to drive the performance of our sales force in North America.”

Prior to his promotion to VP of Sales, North America, McGill was serving as the Director of Sales, East Coast and Canada for FreeMotion Fitness.

“I am extremely excited about this new opportunity with FreeMotion Fitness,” said McGill. “With Dan’s leadership and the support of ICON Health & Fitness, FreeMotion Fitness will continue to introduce new and innovative products to the market that help our customers succeed.”

Chris McGill can be reached at: chris.mcgill@freemotionfitness.com and 262-269-4937.

About FreeMotion Fitness

FreeMotion is the commercial division of ICON Health & Fitness, the leading fitness and health company. The simple idea of developing equipment that allows you to train the way your body moves has vaulted FreeMotion to the brand of choice for facilities of all levels and elite athletes around the world.

About ICON Health & Fitness

Founded in 1979, ICON Health & Fitness is the world’s largest fitness manufacturer. Best known for their best-in-class consumer fitness brands (NordicTrack, ProForm, iFit, Gold’s Gym, FreeMotion, Weslo, Weider, iFit and Altra) that are distributed through hundreds of the world’s best retailers.