

2010 Annual SNEWS® Fitness RETAILER SURVEY

SNEWS turns to the retailers on the front lines each year in its annual survey to tell us the real story on the state of the industry.

For eight years, SNEWS has taken the pulse of the fitness specialty retail industry in the only independent survey that offers this type of forum. SNEWS has garnered the trust of the specialty retail community, allowing it to open up in ways not usually afforded to retailers and shed light on the year in review.

The SNEWS Fitness Retailer Survey has a big story to tell yet again about the industry, its evolution and its health, as told by the retailers who represent many hundreds of doors and multi-millions of dollars in sales.



2010 TOP-SELLING TREADMILL BRANDS

Spirit Fitness	13.1%
Life Fitness	12.8%
Precor	12.5%
True Fitness	12.2%

► "We will call this the year of Big Change when it comes to treadmill brands. Spirit Fitness took the Big Jump in the year of Big Change to surge to the No. 1 ranking. They must be doing something right in Arkansas. Congrats to Spirit!"



2010 TOP-SELLING STATIONARY CYCLES

Spirit Fitness	14.7%
Vision	13.5%*
Life Fitness	13.5%*
Lifecore	10.5%

► "Spirit Fitness has in the last year definitely gained a bit more...spirit, can we say? It leapt with gusto...to a resounding No. 1 best-seller spot."



2010 TOP-SELLING ELLIPTICAL BRANDS

Octane	21.9%
Precor	16.3%
Life Fitness	13.3%
Spirit Fitness	12.4%

► "Spirit still held onto its own with nearly the same percentage of votes and points. Spirit's rise in overall cardio equipment is the story not to miss."

Spirit Fitness would like to thank its specialty retailers for their continued support and vote of confidence for 2010 and beyond.

Spirit Fitness would also like to thank SNEWS for its continued support of the specialty retail fitness industry.