



Media Room

Cybex Joins Life Fitness Brand Family

JANUARY. 21, 2016

Rosemont, Ill., Jan. 21, 2016 - Life Fitness, the global leader in commercial fitness equipment, today announced that Cybex will join the Company's family of leading fitness brands. The addition of Cybex expands Life Fitness' product portfolio, specifically bolstering its premium fitness equipment offering.

Cybex International, Inc. was acquired today by Life Fitness' parent company, Brunswick Corporation (NYSE: BC), for \$195 million, subject to a working capital adjustment.

"The addition of Cybex to our Life Fitness family brings one of the industry's most respected fitness brands to our world-leading portfolio," said Chris Clawson, Life Fitness president. "As we looked across the fitness industry, it was apparent that Cybex would be a great fit for Life Fitness because, like us, Cybex is committed to developing reliable, results-driven products that create exceptional customer experiences."

Founded in 1970 and headquartered in Medway, Mass., Cybex offers a robust line of commercial cardiovascular and strength fitness equipment. The brand's cardio line-up includes treadmills and exercise bikes as well as the widely-acclaimed Arc Trainer. The comprehensive strength portfolio includes selectorized, plate-loaded, functional and free weight equipment. Cybex's products are manufactured in Owatonna, Minn. and Medway.

"We're excited to add Cybex to our equipment offering - alongside Life Fitness, Hammer Strength, SCIFIT, InMovement and Brunswick Billiards - to give our collective customers the best product selection, service and support in the industry," Clawson said. "The combined expertise of Cybex and Life Fitness will establish an unsurpassed global industry standard in product leadership, innovation and customer experience."

The Cybex product portfolio is expected to benefit from Life Fitness' expansive global distribution network serving over 120 countries. "The Cybex brand is one of the most highly regarded in our industry," said Clawson. "We're committed to further developing the brand globally as well as deepening the breadth of its product portfolio."

For more information about Life Fitness and its family of brands, visit www.lifefitness.com (<http://www.lifefitness.com>).

About Life Fitness

Life Fitness is the global leader in commercial fitness equipment and game tables and furnishings. The company manufactures and sells its strength and cardiovascular equipment, productive well-being equipment, billiards tables and accessories, and game room furniture under the brand names Life Fitness, Hammer Strength, Cybex, SCIFIT, InMovement and Brunswick Billiards. Its equipment is distributed to more than 120 countries. Headquartered outside Chicago, in Rosemont, Ill., Life Fitness is a division of Brunswick Corporation (NYSE: BC).

About Brunswick

Headquartered in Lake Forest, Ill., Brunswick Corporation endeavors to instill "Genuine Ingenuity"(TM) in all its leading consumer brands, including Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Attwood, Garelick and Whale marine parts and accessories; Land 'N' Sea, Kellogg Marine, Diversified Marine, BLA and Bell RPG parts and accessories distributors; Bayliner, Boston Whaler, Brunswick Commercial and Government Products, Crestliner, Cypress Cay, Harris, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray and Uttern boats, and Cybex, Life Fitness, Hammer Strength and SCIFIT fitness equipment, and Brunswick billiards tables, accessories and game room furniture and InMovement products and services for productive well-being. For more information, visit <http://www.brunswick.com>.

[Back to Press Releases \(/media-room\)](/media-room)