



January 29, 2018

Dear Advanced Exercise Customer:

The purpose of this letter is to advise you that Advanced Exercise is currently the only authorized commercial fitness dealer and sole source for Life Fitness cardiovascular, Life Fitness strength, and Hammer Strength equipment, products, and supplies (collectively, the “LF Products”) in the vertical market(s) in the Arizona, Arkansas, Southern California, Colorado, Kansas, Oklahoma, Missouri, Nebraska, Nevada, Texas (select market segments), Utah, Wyoming, and New Mexico territories (the “Territory”). These markets include, but are not limited to corporate, multi-housing, education, police/fire, recreation centers, country clubs, municipalities and hospitality (hotel/motel). LF Products purchased from any other source may have an invalid warranty, as Life Fitness cannot confirm or guarantee the integrity of such LF Products. Advanced Exercise will also provide Life Fitness’s standard service, including maintenance and warranty coverage, for LF Products serviced within the Territory.

Life Fitness has enjoyed a longstanding relationship with Advanced Exercise, and believes that you will be pleased with the sales, service and support provided by their team.

If you have any questions, please feel free to contact me at (847) 288-3963. Thank you for your interest in Life Fitness and our products,

Sincerely,

Andrew Mahadevan
Managing Director, America’s Distribution Business