

MILON PRESS RELEASE



Industry "Oscars" for milon industries

Four Awards at the body LIFE-Awards

Emersacker, Nov. 25, 2009 – milon left its competitors far behind at this year's body LIFE-Awards. In both the categories, "Strength Training Equipment with MPG" (certified in conformity with the German Medical Devices Law) and "Cardio Equipment with MPG", milon won first prize on the winner's podium. Also in the traditional categories "Cardio Equipment" and "Strength Training" milon, on account of its innovative equipment, was one of the champions. The body LIFE-Award ranks among the most important awards in the business and is also called industry "Oscar" by professionals. This year's novelty at the event was to include the criteria of the German Medical Devices Law. milon is the first company which was honoured with not fewer than four awards at the same time.

"For us, the body LIFE-Awards mean recognition and incentive at the same time. They show us that we are on the right track in pursuing the evolution of our training systems. For the awards are given away by experts who are dealing with training and fitness equipment every day," says Mario Görlach, partner and head of sales at milon. The prizes are awarded on the basis of a representative survey conducted by the market research firm Würtenberger. For that purpose, 500 executives and owners selected from a total of more than 5,000 fitness studios existing across Germany had been questioned.

The survey incorporated the general market index as well as the ranking of customer satisfaction. On the one hand, the market index provides information on the brand awareness and corporate profile. On the other hand, the satisfaction index represents, apart from customer satisfaction, the price / performance ratio, the brand identity, consulting expertise, maintenance and service convenience, the company's support and training schemes as well as the supervision and implementation of predefined measures. Thus the two-part market analysis delivers an objective assessment of brands and companies in the fitness industry.

The target of the award offered by the fitness trade magazine body LIFE is the quality assurance and the enhancement of professionalism in the fitness industry. Because more and more people recognize the chance of improving their quality of life through physical fitness. An industry with a high-quality range of products and services and a growing acceptance forms the ultimate basis for this development. The result is: More and more people go to the gym to keep healthy and fit despite economical crises. The body LIFE-Award 2009 was presented in nine categories: cardio equipment, cardio equipment with MPG certification, strength training equipment, strength training equipment with MPG certification, indoor cycling, solaria, electronic data processing, business consultancies, and further education.

The festive ceremony of the Ninth body LIFE-Awards took place at the Casino Baden-Baden on November 5, 2009.

For more information, please go to www.milon.de and www.bodylife.com.

milon industries GmbH:

milon industries GmbH develops training systems for the professional use in fitness studios, physiotherapy clinics and other healthcare facilities. The medium-sized company based in Emersacker near Augsburg was established in 1970 under the name "miha Maschinenfabrik" and in 2008 was renamed milon industries. milon was the first manufacturer in the world to introduce electronically controlled training equipment. Meanwhile, the company ranks among Europe's leading providers of training systems and is represented in 17 countries. In the segment of smart card controlled equipment, milon industries is market leader in the German speaking territories. Its most successful product is the milon circuit, which is in operation in approximately 1,300 fitness studios and which was awarded with the "FIBO Innovation Award" in 2008. In 2009, milon won first prize each in the categories "Strength Training Equipment certified in conformity with the German Medical Devices Law" and "Cardio Equipment certified in conformity with the German Medical Devices Law" at the body LIFE-Awards. In addition to production, milon's portfolio includes consulting services for studio operators ranging from studio planning to marketing solutions.

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