

MILON PRESS RELEASE



Training Equipment Manufacturer milon presents itself with a New Look Premium Branding abound with Strength and Endurance

Emersacker, January 11, 2010 -- Power and fitness, that is milon's philosophy, not only regarding its multi-award-winning training equipment. Similarly, the new branding of the fitness equipment manufacturer from Emersacker near Augsburg reflects an abundance of strength and endurance. "milon has adopted an athletic corporate identity that suits the company and reveals the expectations of Germany's leading manufacturer of fitness equipment: From now on, we are eager to compete with our equipment in the first league not only nationally but also internationally", says milon founder Mario Görlach.

Timeless design distinguishes the multi-award-winning training equipment of milon. This challenge is resumed in our new branding. In-style photographs and a corporate design, which is picked up in all the image products, make milon the eye-catcher in the fitness industry. For the milon equipment, which is unique in the world, there has been created a visual language of its very own, and the original milon circuit training was orchestrated with a great deal of empathy and affection. "People are playing a major role in the new milon corporate design. After all, the human being is the focus of attention as far as the milon training equipment is concerned," says the newly appointed head of marketing, Alexandra Goldfuss. Her Munich-based advertising agency All about Advertising is in charge of the new brand identity.

The choice of colours is tied to the commitment of focusing on people. White and grey, which express technical perfection and excellence, are still characteristic in the latest corporate design. New are warm, noble elements of colours and a bright yellow green - as powerful as the workout with milon equipment. A special typeface, opted for by milon, is underlining the extravagance: Gotham. "Gotham is inspiring, expressive and modern. A purposeful and indeed straightforward typography, equally elegant and tasteful", says Alexandra Goldfuss. This typeface became world-famous in 2008 after it had been selected by Barack Obama in his election campaign for president of the United States of America.

For more information, please go to www.milon.de

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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