



WHAT WE LIVE FOR

NEWS RELEASE

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LIFE FITNESS WIPES OUT THE FEAR OF GERMS AND EXTENDS PRODUCT LIFE WITH NEW APPROVED CLEANING SOLUTION

SCHILLER PARK, Ill., March 1, 2010 – In an era of H1N1 and other super-bugs, consumers are taking every precaution necessary to eliminate those lurking germs, especially at the gym. To help put exercisers' fears at ease; Life Fitness has added PureGreen24 Disinfectant to its product offering. Demonstrated to be effective against MRSA and H1N1, PureGreen24 is specially formulated to kill germs without harming the environment. PureGreen24 was put to the test in the Life Fitness reliability testing labs recently and has received the company's seal of approval as a product that is safe to use on Life Fitness equipment.

The company recommends staff clean products during the facility's peak hours, while members are encouraged to clean each piece of equipment they use before and after their workout. Life Fitness also suggests that staff conduct frequent inspections throughout the day to maintain and ensure the cleanliness of the environment.

"It's no secret that the public has become very conscious of preventing the spread of germs and other serious infections," said John Stransky, president of Life Fitness. "We wanted to provide our customers with the tools they need to provide a cleaner and safer workout environment for their members and staff, while also enhancing the life of their equipment."

A spray that can be used by gym staff, PureGreen24 is an equipment friendly, odorless disinfectant and deodorizer. The product is safe for use on any surface, even toys, and has been formulated to disinfect even the toughest of environments, including restrooms, airplanes and hospitals. It is available through Life Fitness in 32-ounce bottles or one-gallon jugs.

For more information on PureGreen24, please contact Life Fitness customer service at CustomerSupport@lifefitness.com or 800.351.3737.

About Life Fitness

Life Fitness is the global leader in providing fitness equipment. The company manufactures and sells strength and cardiovascular equipment under the brand names Life Fitness and Hammer Strength and distributes its equipment in more than 120 countries. Headquartered outside Chicago, in Schiller Park, Ill., Life Fitness is a division of Brunswick Corporation (NYSE: BC).

About PureGreen24

Pure Green, LLC is the international distributor of PureGreen24 disinfectant and deodorizer; "your only choice for a proven disinfectant". PureGreen24 is formulated to reduce health risks caused by exposure to viruses, fungi and bacteria without endangering people and animals during the disinfecting process. PureGreen24 kills MRSA and H1N1, yet also kills common household germs. PureGreen24 is based on patented Silver Ion SDC technology, which is the only disinfectant with 24 hour effectiveness. Pure Green, LLC is further distinguished by donating a percentage of profits to charities which support children's health, cancer research and animal protection. Additional information about PureGreen24 is available at www.puregreen24.com

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