



PARAMOUNT®

INNOVATING FITNESS 

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PRESS RELEASE

PARAMOUNT LAUNCHES THE SP CIRCUIT, A PREMIUM LEVEL STRENGTH LINE

Los Angeles, CA--Once again, Paramount has proved itself a leader in the design and manufacture of top-quality, innovative strength systems for the commercial fitness market segments. The SP Circuit, consisting of eighteen models, sets the new industry standard by combining optimum ergonomics, biomechanics and structural performance with contemporary aesthetics. From precision laser-cut components to modern frame styling using oval shaped tubes and custom molded enclosures, SP offers a distinctive look without compromising feel, function and field reliability.

"Although we were highly confident we would receive a positive response to our new SP Circuit, the reaction we received during its debut at IHRSA 2006 in Las Vegas was overwhelming. I was pleased our Engineering Team was present to listen to the great reviews provided by those seeing and trying SP for the first time," said Steve Rhodes, Vice President of Sales and Marketing. "Since IHRSA, presentations made at several

other domestic and international trade conferences as well as comments from those visiting our corporate facility validate the strong market acceptance of the SP Circuit," Rhodes added.

The recent industry trend has been towards making product appearance the priority, while placing user function and product dependability second. Paramount took on the challenge of designing a premium-level strength circuit that not only offered their trademark of structural performance and user fit and feel but also a new and modern look. This started in the design cycle with the use of the latest in parametric workstations and 3D Pro E software with human scale modeling. This virtual process enables Paramount's design team to achieve optimum ergonomic measurements for the widest range of user size. In addition, the product styling is predetermined since this advanced 3D software creates colorful images very close to photos of actual production models. The next phase involves extensive component cycle testing. This involves 500,000 to 1,000,000 test cycles at or above maximum field application. For example, there is a full model test in which each model tests for 300,000 cycles at the max catalog weight load and then for another 200,000 cycles at 130% of max weight load. Additional outside testing at independent labs is conducted for selected components. Note: SP meets or exceeds US ASTM and European EN957 Safety Design Standards for Fitness Equipment.

At the point of manufacture, state-of-the-art tubematic and flat laser systems as well as advanced CNC machines enable Paramount to produce precision cut components. This provides a proprietary design style, while insuring optimum structural reliability under heavy-duty use. Contoured pads with custom fitted ABS molds, colorful and easy-to-view instructional guides, molded caps over selected hardware plus a durable and attractive weight stack enclosure all combine to give SP a distinct and contemporary look.

About Paramount

Founded in 1954 and still operating under its original ownership, Paramount is the longest established manufacturer in the fitness industry. Paramount operates from its 165,000 sq. ft. facility in Los Angeles, CA. Paramount produces over 100 commercial strength products including single, combo and multi station weight machines, modular cable-systems, plate-loaded and free weight products as well as functional training systems. Paramount distributes its products worldwide to over 50 countries.

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