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The new StairMaster StepMill® 5 revolutionizes the look, feel and function of stair climbing.

StairMaster Introduces the Next Generation of StepMill® cardio machine.

April 12, 2011—Vancouver, WA —StairMaster unveiled a completely new StepMill® cardio machine at the International Health, Racquet and Sportsclub Association (IHRSA) trade show in San Francisco, CA mid-March 2011. The new StepMill® 5 will begin shipping to fitness facilities this summer.

“Climbing stairs is a low-impact, functional exercise that provides real results. StairMaster pioneered this category in fitness facilities, and we are proud to continue to lead the industry in stair climbing products and innovation today,” says Travis Vaughan, Director of Product Marketing at StairMaster. “With the StepMill® 5, we have taken the user experience and product design to the next level, while maintaining the rock-solid core mechanics that our customers have come to rely on.”

At the heart of the new StairMaster StepMill® 5 are three new console options. The top of the line TSE-1 console option has an intuitive and attractive 10” touch screen display, integrated TV tuner, iPod video playback, charging and audio controls, as well as the Landmark Challenge that allows users to climb famous landmarks from around the world. The new unit also boasts numerous ergonomic upgrades including improved handrails, step-up assist, and the Ergo-bar hand grip to provide alternative, more comfortable hand positions. Unchanged are StairMaster’s 30 years of proven performance with tough and reliable core mechanics, telemetry HR, and CPAT/WFI StepMill Fitness Tests.

For more information on the new StepMill® 5, visit www.StairMaster.com.

Core Fitness LLC, dba StairMaster is a leader in developing and marketing advanced cardio equipment for the fitness industry. Core Fitness LLC is owned by Michael Bruno who acquired the StairMaster brand and the commercial license rights to Schwinn Fitness from Nautilus Inc. in December 2009. Headquartered in Vancouver, Washington, the company markets and distributes the legendary StairMaster StepMill® and StairMaster StairClimber® along with Schwinn® indoor cycling bikes worldwide. The legendary StairMaster® continues to be known as the “toughest workout in the gym”. For more information about StairMaster call 1-888-678-2476 or visit our website at www.stairmaster.com.