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Paramount Fitness Promotes 3 Within Corporation

Steve Rhodes Named President

Los Angeles, CA--Industry veteran, Steve Rhodes has been promoted to the position of President of Paramount Fitness Corp. He has been with Paramount for the past 28 years and the Vice President of Sales and Marketing since 1987. Steve replaces Jim Trisler, who announced his retirement, effective June 30th, after 26 years with the company. " I consider it a privilege to have been involved with a company of Paramount's history and contributions to the fitness community for my entire professional career, said Rhodes. " To be involved in an industry that offers such positive healthy-lifestyle benefits is very rewarding and I look forward to guiding Paramount towards continued growth and new product development," Rhodes added.



Jim McIntyre Named Vice President of Sales & Marketing

Paramount Fitness Corp. is pleased to announce the promotion of Jim McIntyre to succeed Steve Rhodes as Vice President of Sales and Marketing. Jim began his career at Paramount in 1995 as Territory Sales Manager for the northeast region. He became East Regional Sales manager in 2002 and assumed his new responsibility in July, 2006.



Chris Babecky Named Director of Sales, North America

Chris Babecky was promoted to Director of Sales, North America. In 1994, Chris began his career at Paramount as Territory Sales Manager for the western region. He was promoted in 2002 to the West Regional Sales Manager and assumed his new position in October, 2006. "Chris has been a driving force on our sales team from day one. I am confident that under his guidance our national sales efforts will continue to grow in this challenging and competitive market environment," said Jim McIntyre.

Please join the Paramount staff in congratulating all three men on their promotions.

About Paramount Fitness Corp.:

Paramount has been a leader in the design and manufacturing of commercial strength products since 1954 and is still operating under its original ownership. All Paramount strength-training products are manufactured at their 165,000 sq. ft. facility in Los Angeles, California. Paramount products are found in fitness facilities around the world including clubs, resorts, hotels, multi-housing sites, universities, professional sports teams, community service agencies and hospital-based wellness centers. For more information please visit: www.paramountfitness.com