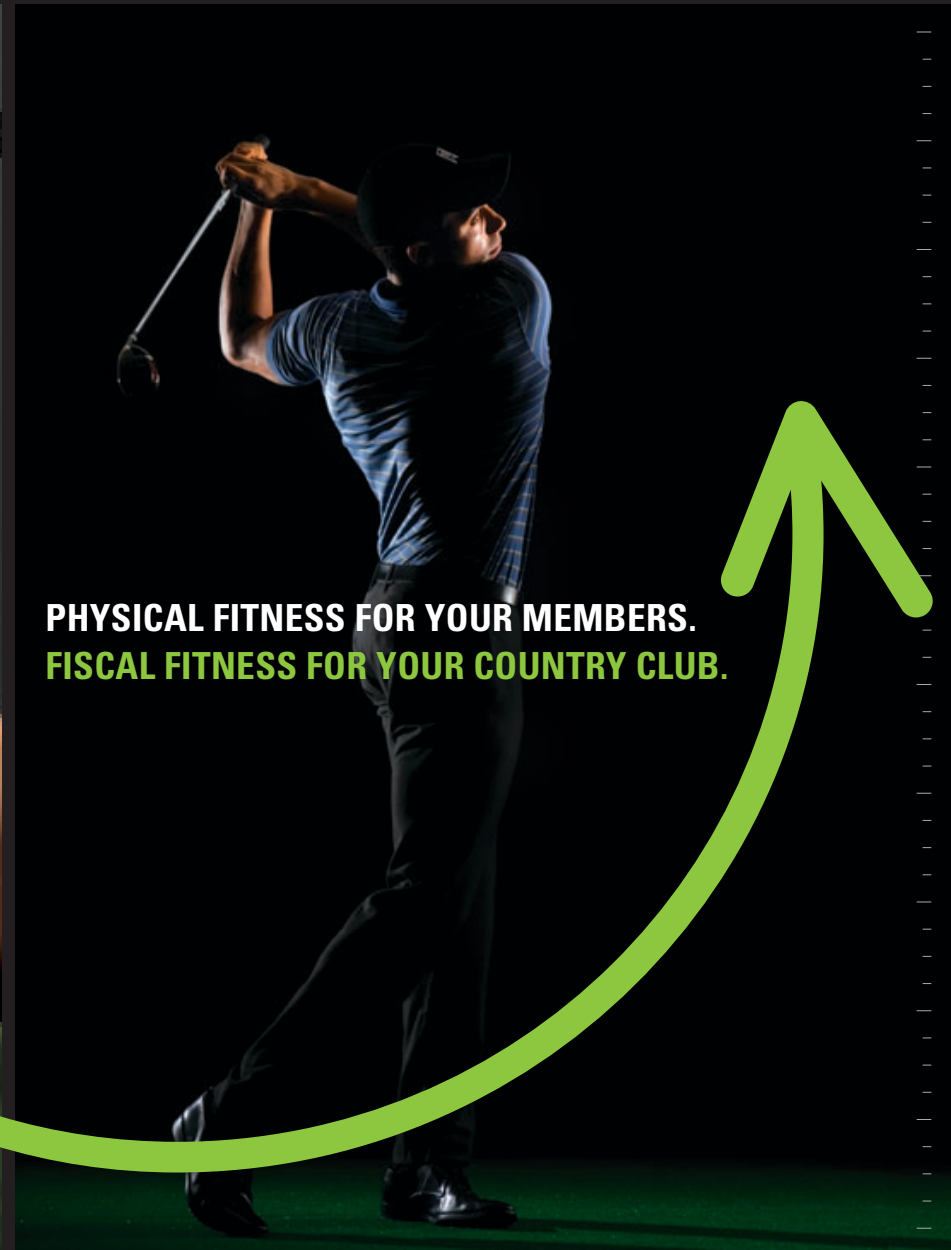




THE #1 WAY PROS GET FIT.



PHYSICAL FITNESS FOR YOUR MEMBERS.
FISCAL FITNESS FOR YOUR COUNTRY CLUB.



A row of black and grey Cybex Arc Trainers in a gym. The machines are arranged in a line, and the brand name 'CYBEX' is visible on the seats and control panels. In the background, a man is visible on another machine.

“I WORK OUT SIX TIMES A WEEK, SOMETIMES SEVEN. I ABSOLUTELY LOVE IT.”

TIGER WOODS*

INTRODUCING CYBEX SWEET SPOT™.

ARE YOU LOOKING FOR A PROVEN WAY TO BOOST MEMBER LOYALTY, INCREASE VISITS, AND GENERATE ADDITIONAL REVENUE—IN EVERY SEASON? THEN ADD A CYBEX GOLF FITNESS CENTER TO YOUR PORTFOLIO OF MEMBER SERVICES. ACCORDING TO A RECENT REPORT BY THE MCMAHON GROUP, FITNESS IS NOW A TOP PRIORITY AMONG COUNTRY CLUB MEMBERS. AND A KEY DRIVER OF COUNTRY CLUB GROWTH. DISCOVER OUR BREAKTHROUGH, ALL-IN-ONE PROGRAM DESIGNED TO IMPROVE YOUR MEMBERS’ PHYSICAL FITNESS AND YOUR CLUB’S FISCAL FITNESS—CYBEX SWEET SPOT.

CYBEX GOLF: THE #1 WAY PROS GET FIT.

Cybex is not only the leader in high performance strength training and cardio equipment, it’s the brand used by the best golfers in the world to stay fit and injury-free while on the PGA and Champions TOURS. So your members can get fit for golf—and life—the same way their heroes do. Our new Sweet Spot program makes it easy to build loyalty, build revenue, and build muscle with a Cybex Golf Fitness Center.

“OUR **PGA TOUR** PLAYERS HAVE COME TO EXPECT THE VERY BEST IN FITNESS EQUIPMENT BOTH ON SITE AT PGA TOUR EVENTS AND IN THEIR EVERYDAY LIVES. THE CYBEX EQUIPMENT WE OFFER THEM FOR THEIR EXCLUSIVE USE HERE AT TPC SAWGRASS CERTAINLY MEETS THEIR HIGH AND EXACTING STANDARDS.”

TPC SAWGRASS

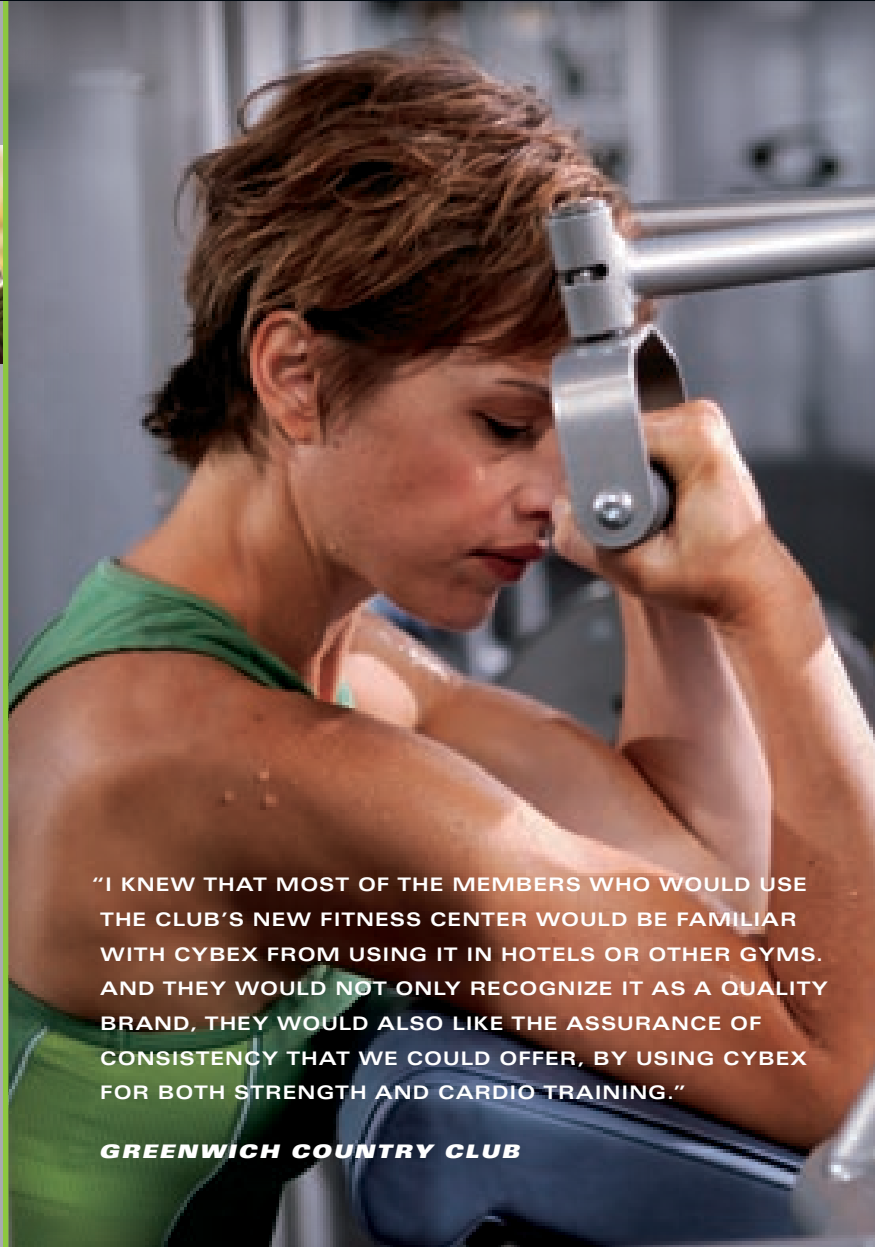


BUILD IT AND THEY WILL COME. AND SPEND.

Cybox Sweet Spot is a no-risk way to inspire your members to visit your club more often and spend more money—not just during golf season, but all year long. The Cybox Sweet Spot program makes it easy to:

- **Add a cutting-edge Cybox Golf Fitness Center.** You'll motivate your members and create raving fans among golfers and non-golfers alike.
- **Generate incremental revenue** every time a member comes in for a workout—from food and beverage sales, pro shop purchases, and other services.
- **Produce a steady stream of income** by offering fitness memberships for a fraction of the price of commercial fitness clubs.
- **Get the jump on other clubs** in the race to attract new, younger members who look at golf as a sport, not just a game.

Cybox Sweet Spot is a phenomenal marketing tool that gives you the competitive edge, while improving your club's financial health.



"I KNEW THAT MOST OF THE MEMBERS WHO WOULD USE THE CLUB'S NEW FITNESS CENTER WOULD BE FAMILIAR WITH CYBOX FROM USING IT IN HOTELS OR OTHER GYMS. AND THEY WOULD NOT ONLY RECOGNIZE IT AS A QUALITY BRAND, THEY WOULD ALSO LIKE THE ASSURANCE OF CONSISTENCY THAT WE COULD OFFER, BY USING CYBOX FOR BOTH STRENGTH AND CARDIO TRAINING."

GREENWICH COUNTRY CLUB



GET EVERYTHING YOU NEED TO SUCCEED.

Cybox Sweet Spot is a dynamic, all-in-one program that includes everything you need to get off to a fast start and keep your members coming back for more. We work with you month after month to fuel the success of your Cybox Golf Fitness Center.

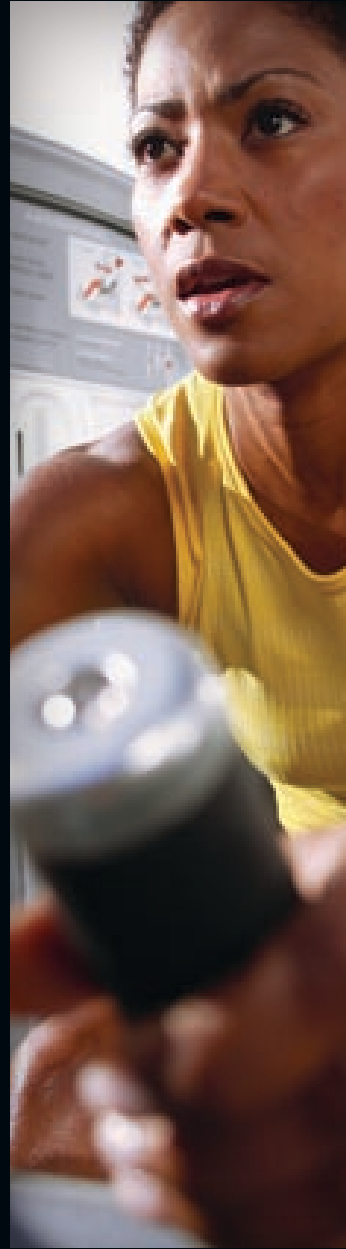
Expert Advice. Every member will receive monthly email messages from Scott Riehl, Fitness Coach To The Pros. He'll share his exercise philosophy, knowledge, insights, and tips to help members get in the best golf shape of their lives.

Education. Get our *Front Nine™* and *Back Nine™* exercise regimens—designed by the Cybox Institute for Exercise Science. These instructional posters demonstrate proven ways to get optimum results from every piece of equipment in your fitness center.

Communications. We'll provide you with a creative email template you can customize with your club's logo. Send monthly emails to your members to keep them connected to your club and excited about working out.

Launch Event. Introduce your Cybox Golf Fitness Center to your members with a spirited and informative launch event and training seminar led by Scott Riehl or a Cybox fitness trainer.





"WE'RE ALREADY SEEING MANY MEMBERS COME IN AS EARLY AS 4:30 IN THE MORNING BEFORE THEY HEAD INTO THE CITY FOR A WORKOUT OR A SESSION WITH A PERSONAL TRAINER. AND WE'RE SEEING THE SAME THING ON THE OTHER SIDE OF THE DAY."

THE APAWAMIS CLUB

WHAT'S YOUR CLUB'S SWEET SPOT?

FREE Club Fitting.

Cybex offers you a variety of Sweet Spot options to fit your club's membership size, available fitness space, and budget. And we work closely with you, your board, and your golf pro to determine which is right for you and your members.

Our Sweet Spot program includes recommended fitness center design, equipment selection, exercise regimens, and communications strategies to engage and motivate your members—before and after you launch your Cybex Golf Fitness Center. Visit cybexgolf.com or call 1-877-462-9239 to learn more about our Free offer.

It's club fitting taken to a whole new level.



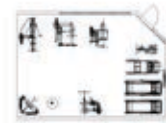
"THE PLAYER'S HAD A VOTE IN THE EQUIPMENT BRAND AND CHOSE CYBEX BASED ON PROVEN RESULTS. CYBEX ALLOWS THEM TO EXERCISE AT HIGHER LEVELS OF INTENSITY WITHOUT FEAR OF INJURY OR OVERUSE."

SCOTT RIEHL
FITNESS COACH TO THE PROS

A no-sweat approach to keeping members happy.

We make it easy and affordable to get your Cybex Golf Fitness Center up and running. So you can give your members what they want most from your country club—a top-notch, fully equipped facility where they can get a well-rounded workout in a convenient location. Each Sweet Spot floor plan includes all the cardio and strength training equipment your members need to build muscle, burn calories, and meet their personal fitness goals.

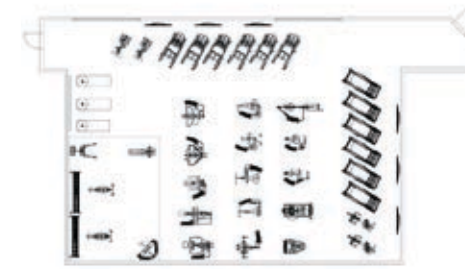
See the whole picture. Learn more about each Sweet Spot by visiting cybexgolf.com.



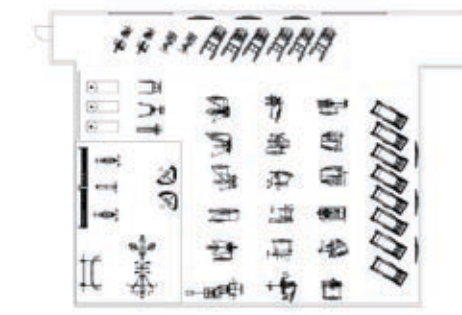
SWEET SPOT 500



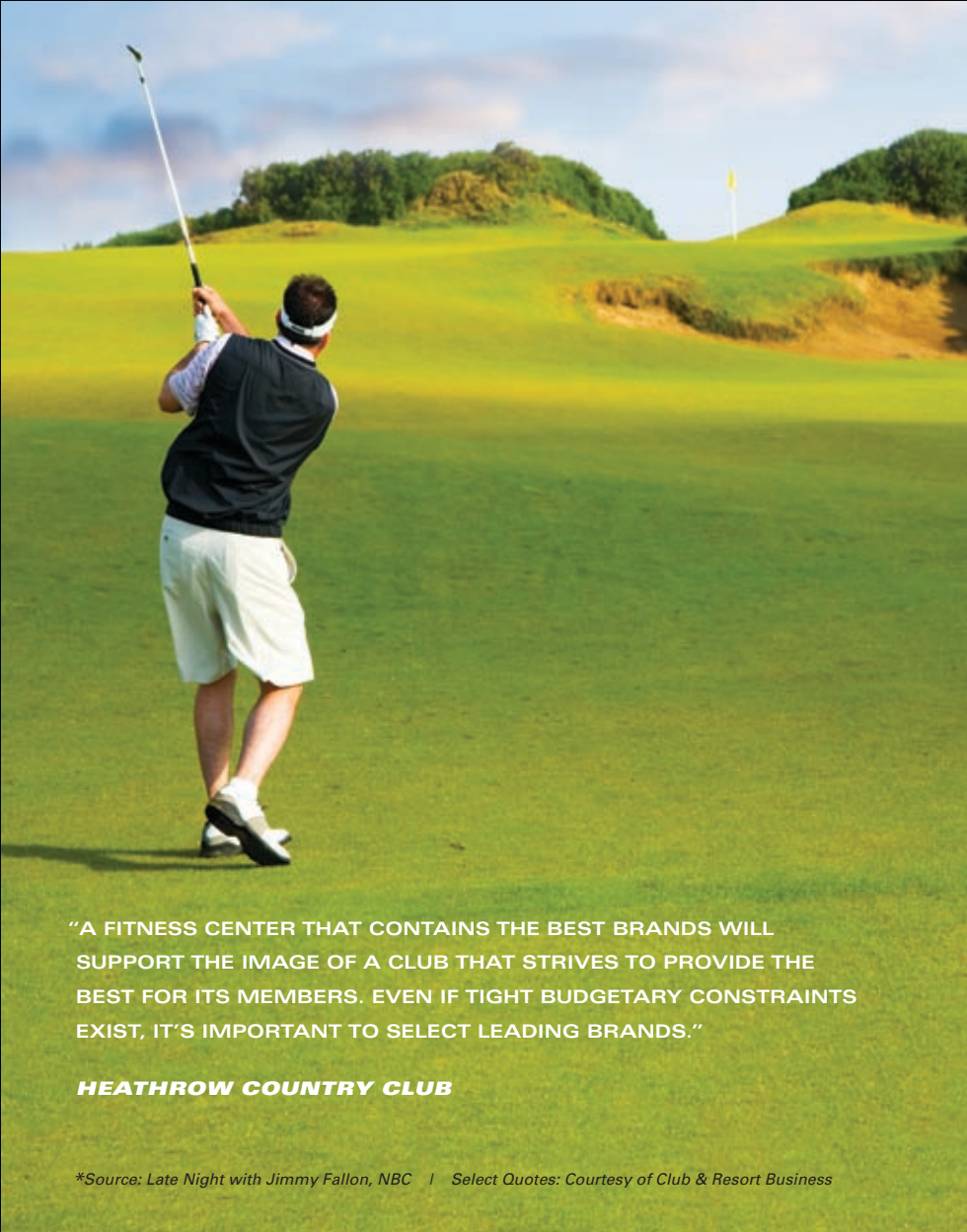
SWEET SPOT 1500



SWEET SPOT 2500



SWEET SPOT 3500



“A FITNESS CENTER THAT CONTAINS THE BEST BRANDS WILL SUPPORT THE IMAGE OF A CLUB THAT STRIVES TO PROVIDE THE BEST FOR ITS MEMBERS. EVEN IF TIGHT BUDGETARY CONSTRAINTS EXIST, IT’S IMPORTANT TO SELECT LEADING BRANDS.”

HEATHROW COUNTRY CLUB

**Source: Late Night with Jimmy Fallon, NBC | Select Quotes: Courtesy of Club & Resort Business*



MAKE THE PROS CHOICE YOUR CHOICE.

Cybox Golf Fitness isn't just for golfers who want the best, it's for golf and country clubs that want to attract them. Give your members the opportunity to train on the same equipment and enjoy the same exercises as the best golfers in the world.

To learn more about the brand Pros choose to stay fit and prevent injuries while on tour, **visit cybexgolf.com**. Turn your golf members into the world's fittest athletes and get your club's finances in tip-top shape.

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