

The hotel gym or fitness center has become one of the most important hotel amenities. It's a room that's highly visible, and influences guests' impression of your entire facility. It's an important selling feature that can attract new customers and maintain repeat business. Opening and managing a fitness center in your hotel is no small task, and getting it right the first time will help you save time and money, and see a positive return on your investment. CYBEX is here to help you get it right.

## The CYBEX Fitness Solution



At CYBEX, we draw on our foundation in exercise science to engineer the highest quality fitness equipment in the world. We manufacture 150 unique pieces of strength equipment as well as treadmills, bikes, and the award-winning ArcTrainer. Selecting CYBEX equipment shows you are serious about providing your guests the very best exercise experience.

But CYBEX is more than an equipment manufacturer. We are a leader that's respected by fitness enthusiasts the world over. We are conscious of the environment in how we run our manufacturing facilities. The safety of our equipment is just as important to us as its effectiveness. And we are a company that's committed to making the world healthier.

For 25 years CYBEX has developed fitness centers for leading hotels around the world. We partner with you to create a unique fitness solution that is tailored to your facility. It takes more than a room with a few pieces of equipment to keep your guests coming back. That's why CYBEX offers complete fitness and wellness solutions for Hoteliers and Spa Operators that let you provide your guests with a true fitness experience. And that experience turns guests into loyal customers.

Boston • New York • Dubai • London  
NASDAQ: CYBI

WORLDWIDE HEADQUARTERS  
10 Trotter Drive • Medway, MA 02053 USA • T 1.508.533.4300 • F 1.508.533.5500

CYBEX INTERNATIONAL, UK LTD.  
Oak Tree House • Atherstone Road • Measham • Swadlincote, Derbyshire, DE12 7EL UK  
T 44.845.606.0228 • F 44.845.606.0227



[www.cybexhospitality.com](http://www.cybexhospitality.com)

©2007, CYBEX International, all rights reserved. ML-20775. Specifications subject to change 9/07. \*Actual color may differ from samples shown.

 hospitality

CYBEX **per**ience





**one room**  
can turn guests into loyal customers



## Partner with the CYBEX Team

Our internationally experienced team guides you in the selection of equipment that makes sense for your clientele. We can customize equipment to match your facility's colors and can even add your corporate logo. We do everything from entire facility 2D or 3D floor planning to in-room guest fitness options. CYBEX uses the latest manufacturing techniques, which gives us the shortest lead times in the industry. You can lease or purchase your CYBEX equipment and we have customized maintenance and service programs administered by certified and trained personnel. We work with you to develop fitness brand standards that take into account:

- Your property size
- Guest length of stay
- Customer demographics
- Average Daily Rate (ADR)

CYBEX staff will support you every step of the way. We're experts in the leading industry trends and will keep you informed of the latest design specifications and operating standards.



## World-Renowned Experience

The needs of our hospitality and spa clients are different than those of standard health clubs. In this unique marketplace we are led by the well-known and well-respected Glenn Colarossi. Glenn has consulted, developed, and managed hotel fitness and luxury spa facilities worldwide. He has worked with clients such as Four Seasons Hotels, Fairmont,

Starwood Hotels & Resorts (the WestinWORKOUT™) and The Mandarin Oriental Hotel Group.



At CYBEX we don't just imagine a healthier world. We're helping create it. And every hospitality and spa client we serve becomes our partner in achieving that goal.

Call CYBEX today to start creating the fitness facility you've always imagined. Whether you're starting from square one, looking to upgrade your current facility, or just want to discuss the potential value of fitness facilities in the hospitality and spa marketplace, please contact Glenn Colarossi at 203.406.0635 or [gcolarossi@cybexintl.com](mailto:gcolarossi@cybexintl.com).