



February 2, 2015

Mr. Brian Furlong
ADVANTAGE FITNESS SALES INC.
500 Denison Street
Markham, ON L3R 1B9

Re: Advantage Fitness Sales Inc. Platinum Dealer Exclusivity

Dear Mr. Furlong:

I am pleased to continue to recognize Advantage Fitness Sales as the exclusive authorized dealer of Life Fitness and Hammer Strength commercial products in the Province of Ontario.

Your appointment as an exclusive authorized dealer reflects the fact that your organization has distinguished itself by demonstrating a level of professional sales and service required in distributing Life Fitness commercial products. ***In support of your organization, please note that any Life Fitness or Hammer Strength products sold in the above described territory from an unauthorized source may jeopardize their warranties.*** This is due to the fact that we cannot assure product authenticity and integrity unless the product(s) has been purchased directly from a Life Fitness authorized dealer such as yourself. Life Fitness will protect this warranty agreement with Advantage Fitness Sales by closely tracking serial numbers of all equipment sold in Ontario.

Potential buyers of Life Fitness products who wish to verify your current standing as an exclusive authorized dealer may contact Life Fitness at 1-800-735-3867 and ask for me directly.

Please note that this letter of confirmation covers all quotations, including the above referenced version, and any additional quotes submitted hereafter.

Sincerely,

Tim McCarthy, Director, National Dealer Distribution

