



Inspire the World to Fitness®

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**IDEA Health & Fitness Association Names Warren 'Buzz' Truitt
as Vice President of Business Development**

*Fitness Industry Veteran and Former Head of Nautilus Institute to Lead IDEA's Business
Development Efforts while Assisting with Long-Term Growth Strategies*

San Diego – August 21, 2006 – IDEA Health & Fitness Association, the leading membership organization of health and fitness professionals worldwide with more than 20,000 members in over 80 countries, announces Warren “Buzz” Truitt has joined the company as vice president of business development.

In this newly created position, Truitt will be responsible for accelerating the company’s business development efforts with strategic partners while assisting with IDEA’s long-term growth strategies within the thriving health and fitness marketplace. He will report to IDEA chief operating officer Mike Bannan.

According to Peter Davis, chief executive officer and co-founder of IDEA Health & Fitness Association, the addition of Truitt to the company’s executive team will strengthen the growth plans and business development initiatives already underway at IDEA. “Buzz’s years of industry experience with big-name brands as well as his many industry connections will be of great benefit to IDEA as we enter our 25th year of inspiring the world to fitness,” he says. “We are thrilled to have an experienced sales and marketing veteran like Buzz help us take IDEA to the next level as we continue to introduce pioneering, new products and services to our ever-expanding roster of clients and fitness members worldwide.”

Truitt brings more than a dozen years of sales, marketing and business development experience at several global companies involved in the sports, recreation, health and fitness industries. Most recently, he was vice president of education at Nautilus Inc., where he also served as the head of Nautilus Institute, the company’s research-based initiative. Prior to that, Truitt served as Nautilus’ vice president of marketing for the Schwinn® Fitness and StairMaster® brands.

“I am excited to join IDEA during a pivotal time in this great organization’s history,” says Truitt. “Having dedicated much of my professional career to helping people understand and embrace a healthy lifestyle, I feel immediately at home in supporting IDEA’s tireless efforts to partner with other industry leaders and develop new products and services that help people around the world improve their quality of life through proper fitness and lifestyle regimes.”

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About IDEA Health & Fitness Association

IDEA Health & Fitness Association is the world's leading membership organization of health and fitness professionals, with over 20,000 members in more than 80 countries. Since 1982, IDEA has provided health and fitness professionals with pertinent information, educational opportunities, career development programs and industry leadership while helping them enhance the quality of life worldwide through safe, effective fitness and lifestyle programs. IDEA members interact with consumers more than 25 million times a year in the fitness marketplace. For more information on IDEA events, publications, educational products, member services or other activities, visit www.ideafit.com.