



Inspire the World to Fitness®

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IDEA Appoints Mike Bannan Chief Operating Officer

Leading Membership Organization Bolsters Management Team and Reinforces Growth Strategies by Hiring Accomplished Operations Executive

San Diego – December 13, 2005 -- IDEA Health & Fitness Association, the leading membership organization of health and fitness professional worldwide with nearly 20,000 members in more than 80 countries, announces that Mike Bannan has joined the company as its new chief operating officer.

In this capacity, Bannan will oversee daily operations while playing a pivotal role in building and expanding IDEA's business opportunities within the health and fitness marketplace. Previously, Bannan was instrumental in growing a Southern California-based business from \$4 million-to-\$65 million in less than four years. His proven track record includes creating a high-volume and service-oriented production operation, developing and leading new market segments, as well as implementing a personnel development and performance management system that produced a sustainable competitive advantage in a fast-paced entrepreneurial environment. Additionally, IDEA will leverage his strategic technology expertise in developing new products and services for IDEA's membership.

According to Peter Davis, chief executive officer and co-founder of IDEA Health & Fitness Association, Bannan's appointment will fuel the company's ongoing expansion across all facets of the organization. "We are thrilled to have an operations executive of Mike's caliber join IDEA as we continue to add products and services to our organization," says Davis. "We are confident that Mike's proven experience and operations expertise will prove invaluable as we seek new and innovative ways to support IDEA's ever-increasing membership, educational programs and online capabilities while strengthening our leadership position in the health and fitness industry."

In addition to his in-depth operations and information technology experience, Bannan's fitness pursuits, which include rock climbing, backpacking, mountain biking, cycling, running, surfing and yoga, will be served well at IDEA. "I am very excited about joining IDEA and contributing both my professional experience and personal passion for fitness and professional development," says Bannan. "IDEA has 24-year history of building an influential membership organization through excellent customer service and unparalleled education. I look forward to working with the executive team to take the company to the next level while reinforcing IDEA's commitment to inspiring the world to fitness."

A resident of North San Diego, Bannan earned a Bachelor of Arts degree in public administration from San Diego State University. He also holds a private pilot's license.

About IDEA Health & Fitness Association

IDEA Health & Fitness Association is the world's leading membership organization of health and fitness professionals, with nearly 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. For more information on IDEA events, publications, educational products, member services or other activities, visit www.ideafit.com.

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