



Spinning® Launches International Ambassador Program

August 28, 2018 – Spinning®, the world's leading indoor cycling and education brand, is proud to announce the launch of the International Spinning® Ambassador program. Spinning® has trained over 250,000 instructors and reaches millions of enthusiasts in over 80 countries worldwide, inspiring people every day to lead happier and healthier lives. The fitness professionals who make up the Spinning® Ambassador team will provide the knowledge, motivation and leadership to elevate and connect the entire Spinning® community around the globe.

"The incredible Spinning community is woven together by creative, dynamic and passionate instructors who seek to transform lives. The Master Instructor team is fortunate to work every day with our instructor base around the world, assisting them in their pursuit of education and excellence to ensure they continue to deliver amazing, scientifically-sound and entertaining classes. We are all very excited to provide an additional resource for the entire global Spinning community through the Ambassador program."

- Luciana Marcial-Vincion

Spinning® Senior Advisor and Master Instructor Team Manager

What to Expect

Spinning® Ambassadors enrich the Spinning® community through the classes they teach and the way they lead their daily lives. They will share their expertise, challenges and triumphs through social media channels and enrich our community with Spinning®-related content, contests, playlists, tips, tricks and more.

Spinning® Ambassadors

Rinie Marin (Miami, Florida, USA): Rinie, a Spinning® Level 3 Instructor, was introduced to the Spinning® program at her local fitness club in Venezuela at age 14. From then on, she was hooked. After moving to Miami and struggling with being so far from family and friends, Rinie found peace, positivity and connection in her local Spinning® community and decided to pursue her dream of becoming a Certified Spinning® Instructor. Rinie's classes are full of energy, passion and love and with the Spinning® methodology of teaching. She prides herself on helping her students reach their greatest potential.

Nestor Salinas (Santiago, Chile): Nestor, a Personal Trainer and Spinning® Master Instructor, has been involved in the fitness industry since 2007. Over the past decade, Nestor has presented at various Spinning® events, conferences, certifications and workshops, sharing his knowledge, experiences and breathtaking Spinning® rides around the world. Nestor is passionate about helping others improve their health, both through indoor and outdoor cycling. Outside of the studio, Nestor rides his road bike and

prepares for races to challenge himself with great results like the GFNY World Series, taking 2nd place overall in both the Chile and Poland races.

Joao Ferreira (Brussels, Belgium): Joao, a Spinning® Master Instructor, has been involved in the Spinning® program for over 10 years. Joao brings his passion for electronic music and the dream of being a DJ to Spinning®, where he creates smooth and unique playlists never before heard in the fitness world. He brings this same passion worldwide, sharing knowledge through advanced courses, lectures and certifications at global Spinning® events, as well as organizing his own events in Belgium.

Cat Booker (Wendover, England, UK): Cat Booker is a Spinning® Master Instructor in the UK and has worked with Spinning® for over 15 years. On the Spinning® World Stage, Cat has presented at events like the inaugural Spin® Move – Brussels in 2017, The Roof Is On Fire Spinning® event in Lubeck, Germany in 2017 and 2018, as well as in her native England at the annual Spinning® Showcase – Blackpool, the largest fitness event in the UK. Cat is a cyclist and skier and stays active with triathlons, time trials, track cycling, Pilates and weight training. In cycling, her accomplishments include qualifying to represent Great Britain for three successive years (2015, 2016 and 2017) as a finalist in the Union Cycliste Internationale Gran Fondo Road Race.

About Mad Dogg Athletics, Inc.

Creators of the indoor cycling category and home of the Spinning® brand, Mad Dogg Athletics® is the global leader in indoor cycling bikes, programs and instructor education. In addition to Spinning®, the company owns Peak Pilates®, CrossCore®, Ugi®, Resist-A-Ball® and Spin Fitness®, all of which follow the company's philosophy of providing world class equipment combined with industry-leading programs and instructor education. The company reaches millions of enthusiasts in over 80 countries worldwide through a network of over 35,000 fitness facilities and 300,000 fitness professionals that use its products and programs. As a leader in equipment based education and programs, the company helps fitness clubs and studios around the world deliver cutting-edge classes to a diverse clientele. In addition to its collaboration with Precor® on a complete line of Spinner® bikes for the commercial market, Mad Dogg designs and manufactures an extensive line of consumer Spinner® bikes, Pilates and functional training equipment, and accessories for in-home use. The company recently launched its SpinTV® subscription platform to bring the studio experience home with streaming classes led by top instructors. .

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