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FOR IMMEDIATE RELEASE

Spinning® Announces First Heart Rate and Fitness Application for the iPhone™ and iPod® touch

iTMP Technology Inc. Enables Innovative New Suite of Cardio and Cycling iPhone Apps

VENICE, Calif. and SANTA BARBARA, Calif. – November 12, 2008 – Spinning®, the worldwide leader in indoor group cycling, today introduced the new iSPINNING™ fitness application available on the Apple® iPhone App Store. iSPINNING, free for a limited time only, is an innovative new cardio and cycling application that compiles real-time data for fitness tracking. iSPINNING is the first of a suite of health and fitness apps enabled by iTMP Technology, a pioneering developer of smartphone hardware and software applications.

For iPhone and iPod touch users interested in cutting edge fitness applications, and for Spinning enthusiasts eager to integrate their fitness data with Apple's mobile computing platforms, the new iSPINNING iPhone application is a breakthrough in fitness tracking.

iSPINNING is an iPhone-based Spinning computer and cardio fitness system that is compatible with leading fitness heart rate transmitters and a growing list of other fitness sensors. In addition to heart-related data, iSPINNING receives speed, cadence, and power data from cycling sensors so users can track cycling metrics from their road and mountain bikes too.

"For years the fitness industry has struggled with the complexities of tracking and displaying fitness data in ways that are appealing to the end user. iTMP has raised the bar with their suite of iPhone apps that collect data from body and equipment sensors to track and present it in a simple and usable format," said John Baudhuin, CEO of Mad Dogg Athletics, Inc., creators of the Spinning indoor cycling program.

"While there are a handful of fitness apps for the iPhone, until now none of them have incorporated real-time user data in their calculations. With our wireless virtual bridge, SMHEART LINK™, we connect distributed health and fitness sensors to Apple's iPhone and iPod touch. In other words, we enable Apple's incredible mobile computers to double as heart monitors and cycling computers," said Michael Williams, founder and CEO of iTMP.

The iSPINNING application will run with simulated data so users can see how the application will monitor and manage cardio fitness metrics. Additional hardware, including iTMP's SMHEART LINK, will be required to allow the app to "listen" to your heart and your Spinner® bikes or outdoor bikes. SMHEART LINK stores an entire workout's worth of data, compiling information even while the iPhone app is interrupted by a call or if the iPhone is not present. The result is an uninterrupted workout profile that can be reviewed real-time during or after a workout.

iTMP's SMHEART LINK has a suggested retail price of \$149.95 and will be available for the holiday and resolution seasons online at www.smHEARTLINK.com, where users can also find additional product information, accessories and receive updates. Spinning's website, www.Spinning.com, will also carry SMHEART LINK and Spinning's cadence sensor.

About iTMP Technology, Inc. (iTMP)

iTMP Technology, Inc. was founded in Santa Barbara, California, to revolutionize the world of fitness and health metrics monitoring. iTMP partnered with industry leaders to bring cardiovascular training and cycling metrics to the iPhone and iPod computing platforms. With iTMP's SMHEART LINK™ wireless bridge, athletes can track their cardio workouts anywhere, with no syncing or additional uploading software. For more information about iTMP Technology, Inc., visit www.smHEARTlink.com.

About Mad Dogg Athletics, Inc.

The Spinning program offers an energizing, cycling-inspired group exercise training program with expert coaching, exhilarating music and a unique mind/body philosophy - all at a self-directed pace. The Spinning program has reached more than 30,000 clubs and millions of enthusiasts in 80 countries worldwide. Venice, California-based Mad Dogg Athletics, Inc. is the worldwide leader in indoor group cycling bikes, education and products. The company works closely with Star Trac® on its patented line of Spinner bikes and develops and markets Spinning instructor orientations, continuing education programs and offers a complete line of Spinning branded apparel and accessories. For more information about Mad Dogg Athletics, Inc. and the Spinning program, visit www.spinning.com. iSPINNING™ is a trademark and Spin®, Spinning®, Spinner® and the Spinning logo are registered trademarks of Mad Dogg Athletics, Inc.

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