



## PRESS RELEASE

# CYBEX Partners with Kay Yow/WBCA Cancer Fund on 'Miles4Kay' Initiative

ATLANTA, Ga. (March 24, 2010) -- The Kay Yow/WBCA Cancer Fund® announced today its partnership with Cybex International, Inc. (NASDAQ: CYBI), a leading manufacturer of premium exercise equipment, on the "Miles4Kay" initiative. Using custom-made pink CYBEX Treadmills, this national program will raise funds for scientific research focused on women's cancers.

Officially launching at the 2010 NCAA® Women's Final Four® and Women's Basketball Coaches Association National Convention, April 2-6 in San Antonio, Texas, Miles4Kay will see CYBEX donate \$500 to the Kay Yow/WBCA Cancer Fund, in partnership with The V Foundation, for each pink treadmill purchased by members of the women's basketball community.

The initiative will culminate with the company donating \$0.10 for every mile logged on the equipment during February 2011. This coincides with the WBCA Pink Zone®, a global, unified effort taking place each February through which the WBCA's nation of coaches assist in raising breast cancer awareness. More information is available at [www.cybexintl.com/promotions/KayYow](http://www.cybexintl.com/promotions/KayYow).

"It's wonderful to partner with the Kay Yow/WBCA Cancer Fund in conjunction with the Pink Zone initiative, which has done a tremendous job raising breast cancer awareness in women's basketball, on campuses and in communities," says Joan Carter, CYBEX Vice Chairman. "We're committed to furthering this cause, especially as it relates to spreading the word that exercise reduces the risk of breast cancer and improves long-term survival for those who've been treated for the disease."

The CYBEX pink treadmills, which are manufactured in Medway, MA, will be showcased throughout the NCAA Women's Final Four, including the Courtside Expo during the 2010 WBCA National Convention.

"This truly creative program brings together leaders from all sectors of our sport in the fight against women's cancers while also contributing to people's overall wellness," adds Marsha Sharp, Executive Director of the Kay Yow/WBCA Cancer Fund. A Women's Basketball Hall of Fame inductee, Sharp famously helmed the Texas Tech program for 24 years and played a key role in formation of the partnership with CYBEX.

### About CYBEX

Cybex International, Inc. is a leading manufacturer of premium exercise equipment primarily for commercial use. The CYBEX product line, including a full range of strength and cardio training machines, is designed using exercise science to reflect

the natural movement of the human body. Led by the Cybex Institute for Exercise Science, CYBEX fitness equipment is engineered to produce optimal results for users from the first-time exerciser to the professional athlete. Products are available for a wide range of facilities, from commercial health clubs to home gyms, and are sold in more than 85 countries worldwide. For more information on CYBEX and its product lines, visit the Company's website at [www.cybexintl.com](http://www.cybexintl.com).

#### About the Kay Yow/WBCA Cancer Fund

The Kay Yow/WBCA Cancer Fund® is a 501 c(3) charitable organization committed to being a part of finding an answer in the fight against women's cancers through raising money for scientific research, assisting the underserved and unifying people for a common cause. Donations can be made at [www.JimmyV.org](http://www.JimmyV.org) or by calling 1-800-4JimmyV. All donations are tax deductible.

#### About The V Foundation

The V Foundation is a charitable organization dedicated to saving lives by helping to find a cure for cancer. The Foundation seeks to make a difference by generating broad-based support for cancer research and by creating an urgent awareness among all Americans of the importance of the war against cancer. The V Foundation performs these dual roles through advocacy, education, fundraising and philanthropy.