



AdMall®

Exercise/Fitness Equipment Shops

VENDOR/MANUFACTURER PRODUCT TYPES	POLICY TYPE	% PAID PER AD	EXPIRES
<input checked="" type="checkbox"/> AMERICAN JAWA LTD. mopeds, bicycles, sidecars, tires, tractors, hoists	FORMAL	50 PERCENT CONTACT MANUF. CALENDAR YEAR	12/31/2008
<input checked="" type="checkbox"/> ATI bicycle accessories	FORMAL	VARIES CONTACT MFR.	12/31/2008
<input checked="" type="checkbox"/> BELL SPORTS bicycle equipment & accessories local accounts	NEGOTIABLE	VARIES CONTACT MFR.	
<input checked="" type="checkbox"/> BIANCHI BICYCLES bicycles local accounts	FORMAL	50 PERCENT VARIES BY AMT. PRESEASON PURCH	11/30/2008
<input checked="" type="checkbox"/> BODY-SOLID, INC.	NEGOTIABLE		
<input checked="" type="checkbox"/> BOLLE AMERICA sunglasses, ski goggles local accounts	FORMAL	100 PERCENT 3% OF SALES CURRENT YEAR	12/31/2008
<input checked="" type="checkbox"/> BOLLINGER FITNESS hand weights	NEGOTIABLE		
<input checked="" type="checkbox"/> BURLEY DESIGN COOPERATIVE bicycles, trailers, strollers local accounts	FORMAL	50 PERCENT 2% PURCHASES CURRENT YEAR	11/30/2008
<input checked="" type="checkbox"/> CANNONDALE CORPORATION bicycles local dealers	NEGOTIABLE	VARIES CONTACT ACCT. MGR.	
<input checked="" type="checkbox"/> CASTELLI USA bicycle equipment, supplies, apparel local accounts	NEGOTIABLE		
<input checked="" type="checkbox"/> ELLSWORTH	FORMAL	50 PERCENT CONTACT MFR.	
<input checked="" type="checkbox"/> FUJI BICYCLES bicycles local accounts	NEGOTIABLE	VARIES CONTACT REP.	
<input checked="" type="checkbox"/> GRIFFEN BIKES	NEGOTIABLE	VARIES	
<input checked="" type="checkbox"/> GURU BIKES local dealers	NEGOTIABLE	VARIES CONTACT MFR	

 IMPEX exercise equipment local accounts	FORMAL	VARIES CONTACT MFR.	
 JOG-A-LITE SPORTSWEAR exercise equipment, sportswear local accounts	FORMAL	PERCENT 3% SALES PREVIOUS YEAR	12/31/2008
 K2 BIKES local dealers	NEGOTIABLE		
 KHS BICYCLES bicycles local accounts	FORMAL	50 PERCENT 2% PURCHASES CALENDAR YEAR	12/31/2008
 KONA USA mountain bikes request local accounts	FORMAL	50 PERCENT 1-4% MODELS PURCHASED	8/31/2008
 LITESPEED TITANIUM BICYCLES	NEGOTIABLE	VARIES VARIES PRE-SEASON ORDE	
 LOUIS GARNEAU USA, INC. local retailers	NEGOTIABLE	VARIES CONTACT MFR.	
 MARIN MOUNTAIN BIKES bikes local accounts	FORMAL	50 PERCENT 2% PURCHASES MODEL YEAR	9/30/2008
 PACEMASTER local accounts	NEGOTIABLE	VARIES CONTACT MFR.	
 QUALITY BICYCLE PRODUCTS bicycle parts local accounts	NEGOTIABLE	VARIES CONTACT SALES REP	
 SHIMANO local accounts	NEGOTIABLE	VARIES CONTACT MFR.	
 SPIRIT MANUFACTURING , INC. local accounts	NEGOTIABLE		
 STAR TRAC BY UNISEN, INC. treadmills, stair steppers	NEGOTIABLE		
 TROY LEE DESIGNS bike helmets, bike helmet visors local dealers	NEGOTIABLE	VARIES	
 TUFF STUFF EQUIPMENT local accounts	NEGOTIABLE	VARIES CONTACT MFR.	
 TUNTURI, INC. exercise equipment	NEGOTIABLE	SEE NOTES CONTACT MFR.	



Local Spot/Broadcast TV Advertising
Eligible for Co-op Funding



Local Spot/Broadcast TV Advertising
Requires Prior Approval from Vendor