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BRUNSWICK®

Life Fitness Launches New Parts Website To Support Orders

Parts Orders Made Easy Online Through Digital Database

Schiller Park, Dec. 13, 2011 - Life Fitness, leading manufacturer of commercial fitness equipment, today announces its new service parts website (www.LifeFitness.com/parts), which will allow customers to conveniently order parts and request service online.

"Life Fitness strives to provide the best global network with the best customer support available, and not just within the typical workday hours," said Life Fitness President Chris Clawson. "This new parts website will give our customers direct access into their account so they can view their order history, their warranty information, and even manage orders for multiple facilities under one account."

The new website will provide customers with the exact parts list, based on the product serial number, and item diagrams that include parts images. These resources help customers feel confident that they are ordering the correct part. A customer's complete service order history can also be found on the new Life Fitness parts website, whether the previous order had been placed by phone or online.

Customers can leverage their existing payment terms to order parts online and request technician visits under warranty. Credit card purchases can also be made.

To set up an online account, customers must make a one-time call to Life Fitness at 800/351.3737 for verification purposes.

About Life Fitness

Life Fitness is the global leader in commercial fitness equipment. The company manufactures and sells strength and cardiovascular equipment under the brand names Life Fitness and Hammer Strength and distributes its equipment in more than 120 countries. Headquartered outside Chicago, in Schiller Park, Ill., Life Fitness is a division of Brunswick Corporation (NYSE: BC).

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