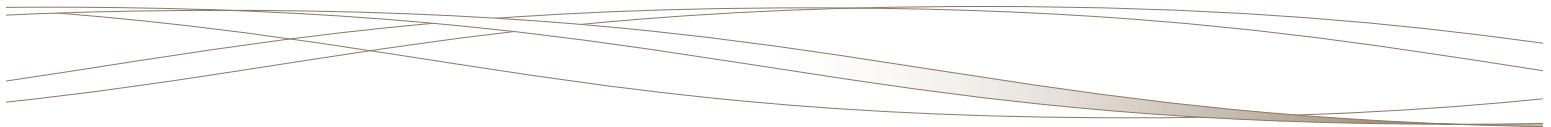


Marketing & Communication Guidelines

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Marketing & Communication Guidelines cont'd

USE OF OUR INTELLECTUAL PROPERTY

Merrithew Health & Fitness™ logos, images and trademarks are assets that help define the company's corporate identity and brands. Proper and consistent usage strengthens our premium brands, which in turn benefit those associated with our company and brands. All intellectual property is owned by Merrithew Corporation.

Use of the Company's Intellectual Property is monitored carefully for consistency and compliance. In addition to protecting brand integrity, Merrithew Health & Fitness has contractual obligations to protect the rights of the models depicted in photographs, and royalty fees may apply.

Please note that Merrithew Health & Fitness images and trademarks may be used to describe and promote the STOTT PILATES brand exclusively and will ONLY be considered for use by:

- ▶ STOTT PILATES Certified Instructors
- ▶ STOTT PILATES Corporate Training Centers
- ▶ STOTT PILATES Licensed Training Centers
- ▶ MH&F / STOTT PILATES Equipment Distributors
- ▶ The Media

The following are required guidelines to ensure that all collateral materials including ads, brochures, web pages, manuals, published editorial, reviews and press releases support our brands.

As a leading authority on Pilates, we pride ourselves on producing high-caliber Intellectual Property materials (images, content etc.) for usage by its valued partners. Please adhere to the following guidelines to ensure the strength of our brand.

APPROVALS

Anyone using Merrithew Health & Fitness or STOTT PILATES logos, images or trademarks owned and licensed by Merrithew Corporation must fax or email (PDF) their initial design concept for review BEFORE the final stages of production. It is advised that you place low-res images in your design to ensure timely review of your materials. Upon first review, the password will be provided. A completed print piece or website address (in which the required photo, logo or trademark is to appear) must be sent for final approval before public distribution. Please allow five to ten business days for the marketing review process.

Please send all materials for review to marketing@merrithew.com or fax 416-482-2742 Attn: Merrithew Health & Fitness™ Marketing Department.

COMPANY DESCRIPTION

Merrithew Health & Fitness™ is dedicated to building high-caliber, multi-disciplinary fitness brands for people of all ages, levels of fitness and abilities. For over 20 years, Lindsay and Moira Merrithew have built their business on the philosophy that effective and responsible exercise is the foundation to a better lifestyle. STOTT PILATES®, Merrithew's premier Pilates brand, delivers high-caliber education with over 32,000 students trained from more than 100 countries. Other high-end MH&F fitness brands include CORE Athletic Conditioning & Performance Training and ZEN•GA™ which is a unique blend of the foundational principles of STOTT PILATES®, Yoga and Dance.

Merrithew Health & Fitness™ is a name synonymous with the highest quality and finest manufacturing materials in the industry. Used by sports teams, health professionals, studios and fitness facilities around the world, the STOTT PILATES® equipment line is recognized as The Professional's Choice™. Crafted with pride, precision and the highest quality components in the industry, STOTT PILATES equipment is sleek, versatile, durable and engineered for maximum safety and effectiveness.

COMPANY NAME

- ▶ The legal name of the company is Merrithew International Inc. The official trade name is The Merrithew Health & Fitness Group or Merrithew Health & Fitness™.
- ▶ Do not refer to the company as STOTT PILATES.
- ▶ STOTT PILATES® is Merrithew's premier brand.
- ▶ Do not refer to the brand as STOTT, Stott or SP; please use STOTT PILATES.
- ▶ For branding emphasis, always write the brand's name in all capital letters. The correct form is STOTT PILATES not Stott Pilates or STOTT Pilates.
- ▶ Remove references to STOTT PILATES Inc. or Stott Conditioning.
- ▶ Remove any references and links to www.stottconditioning.com Always refer to www.merrithew.com

BOILERPLATE

The following statement is the company boilerplate for use on press releases and other relevant documents:

Merrithew Health & Fitness™ was co-founded by Lindsay and Moira Merrithew in 1988. For over 20 years they have been dedicated to enriching the lives of others by providing responsible exercise modalities and innovative fitness brands across the globe. Merrithew's premier Pilates brand, STOTT PILATES®, delivers best-in-class Pilates equipment, education and media to everyone from avid exercisers, elite athletes, and pre/post-natal clients, to rehab and fitness professionals, and is used by studios worldwide. Other high-end MH&F fitness brands include CORE Athletic Conditioning & Performance Training and ZEN•GA™ which is a unique blend of the foundational principles of STOTT PILATES®, Yoga and Dance. The STOTT PILATES Network™ consists of over 100 training centers with more than 32,000 students trained in the method from 106 countries. Merrithew's Media Division (MMD) produces print and video-based content for professional and consumer markets. For more information visit www.merrithew.com

CORPORATE GOALS

The goal of Merrithew Health & Fitness™ is to motivate people of all ages and life stages to lead healthier lives through high-quality fitness brands. We do this by supporting and inspiring people worldwide to achieve optimal fitness and wellness through premium programming and equipment. Our vision and mission are based on the value we place on education, connection, respect, passion, integrity, leadership, accountability and quality.

The company's slogan captures our vision and mission succinctly:
Intelligent Exercise. Profound Results.®

Our goal is to promote the integrity and credibility of our fitness brands to consumers and professionals worldwide – and remain a leader in the health and fitness industry.

Marketing & Communication Guidelines cont'd

BRAND IDENTITY

STOTT PILATES® – THE PROFESSIONAL'S CHOICE™

The contemporary approach to the original exercise method pioneered by the late Joseph Pilates. Lindsay and Moira Merrithew, along with a team of physical therapists, sports medicine and fitness professionals, have spent over two decades refining the acclaimed STOTT PILATES method of exercise and line of equipment. The refined method resulted in the inclusion of modern principles of exercise science and rehabilitation – making it one of the safest and most effective methods available. STOTT PILATES is recognized as The Professional's Choice™ by studios, fitness facilities, fitness professionals and the consumer market worldwide.

STOTT PILATES is more than just the sum of its products and services. There is an overriding tone, personality and voice to STOTT PILATES that fuels the credibility associated with the company. This brand identity influences how people think and feel about STOTT PILATES, and elicits an emotional response on a conscious and subconscious level.

All communication tools should capitalize on the STOTT PILATES brand and convey the qualities of STOTT PILATES.

Here are some things to keep in mind to ensure all ads, collateral, brochures, web copy, manuals, editorial and press releases are 'on message' and support the brand as a whole.

LEADERSHIP: STOTT PILATES is a credible authority in the field of Pilates. It has a strong, successful, established presence and is here to stay.

INNOVATION: STOTT PILATES is a driving force in the industry, ahead of the curve, continually evolving to remain contemporary and relevant.

HIGH QUALITY: THE STOTT PILATES line of equipment is designed and engineered by Merrithew Health & Fitness™. MH&F's unyielding pursuit of excellence has produced an elite range of products and services. STOTT PILATES Equipment connotes solid craftsmanship, durability and effective engineering. STOTT PILATES Education connotes high-caliber training, thorough expertise and a safe, scientific approach.

INTEGRITY: STOTT PILATES is a trustworthy brand committed to exceeding client and consumer expectations.

TONE & PERSONALITY: Sophisticated, elegant, warm, professional, intelligent.

VOICE: Clear and consistent, friendly and supportive, knowledgeable.

POSITIONING: STOTT PILATES is an intelligent, innovative leader that places the highest value on quality. STOTT PILATES is known as the Professional's Choice™ offering high-caliber equipment, education, multi-media, manuals, studios, licensing and support.

WHY IS STOTT PILATES KNOWN AS THE PROFESSIONAL'S CHOICE?

Since its inception over 20 years ago, STOTT PILATES has grown from a small studio into the world's most respected Pilates brand. While much has changed since we first opened our doors in 1988, our mission of promoting the ongoing benefits of mind-body fitness worldwide remains a constant. Our full-service company provides all the training, equipment and ongoing support you need to build a strong and successful Pilates business. Whether your goal is to establish Pilates group exercise programs, take your personal training to the next level, set up a fully equipped studio, or train to become a certified instructor – we go the distance to help you succeed. STOTT PILATES' mission is to fulfill the needs of Pilates enthusiasts everywhere and that's why we're the number one source for everything Pilates – spanning equipment, education and media.

LEARN MORE ABOUT STOTT PILATES

For FAQ information: visit www.merrithew.com/faq.html

For News Articles: see www.merrithew.com/aboutus/articles

For Press Releases: go to www.merrithew.com/media/press-kit.html

CORE ATHLETIC CONDITIONING & PERFORMANCE TRAINING

Take your workouts to the next level with our CORE Athletic Conditioning & Performance Training System – developed exclusively by Merrithew Health & Fitness™ experts. This unique training program focuses on functional fitness targeting core strength and kinesthetic awareness leading to improvements in total-body strength and power. This multi-layered system is designed for both novice and high-level athletes. You'll enhance your performance by improving precision, control, strength, power, and agility. Jumpstart your metabolism, optimize your athletic performance, and train smarter with our combination of body control and power movements that transform regular training regimens into high intensity, results-driven workouts. Our system will help retrain unbalanced muscles, initiate the core, and build strength from within that will transfer on and off the playing field!

ZEN•GA™ ~ MINDFUL MOVEMENT

Developed by the esteemed Merrithew Health & Fitness™ team – ZEN•GA™ offers a unique blend of the foundational principles of STOTT PILATES®, Yoga and Dance. When these modalities are combined, they create an innovative fusion workout that focuses on clarity of the mind, core stability, stamina and resilience that brings more mindful movement to your workout. The breath is used to activate movement from the inside out enhancing the integration of the musculoskeletal and facial systems. Small props and the revolutionary V2 Max Plus™ Reformer* along with exclusive accessories are utilized to add variety and challenge to many ZEN•GA programs, while the consistency of flow movements engage every muscle, heighten body awareness and enhance the mind-body connection.

Marketing & Communication Guidelines cont'd

TITLES FOR PARTNERS AND INSTRUCTORS

If you are one of our partners, an instructor or have purchased our equipment, you must use the approved titles in your materials.

IMPORTANT NOTE: In order to distinguish yourself from the Company's head office, you must identify your relationship with the brand. Only Merrithew Health & Fitness head office may use "STOTT PILATES®" on it's own because it implies that it is owned and operated by the company.

Certified Instructors can say: STOTT PILATES® Certified Instructor or "Using (Featuring, Applying) the STOTT PILATES® Method

Non-Certified Instructors: If you have successfully completed one or more STOTT PILATES courses but have not yet certified, you can state that you are: STOTT PILATES® Trained Instructor

LTCs can say: STOTT PILATES® Licensed Training Center or "Using (Featuring, Applying) the STOTT PILATES® Method or Providing training/certification in the STOTT PILATES® Method

Hosting Sites can say: STOTT PILATES® Courses or STOTT PILATES® Hosted Training Center or Providing courses/workshops in the STOTT PILATES® Method

Equipment purchasers can say: STOTT PILATES® Equipment or Using (Featuring) STOTT PILATES® Equipment or Powered by STOTT PILATES® Equipment

Distributors can say: STOTT PILATES® Equipment Distributor or Official Distributor of STOTT PILATES® Equipment <Country> Distributor of STOTT PILATES® Equipment

CORPORATE TRAINING CENTER – TORONTO

The Merrithew Health & Fitness head office houses our international training facility in Toronto, Ontario and should be referred to as our Toronto Corporate Training Center.

OFFICIAL REFERENCES TO CO-FOUNDERS

Please note the following:

- When it is appropriate to communicate about the founders (Lindsay G. Merrithew and Moira Merrithew), we communicate about them as equal partners – they are "co-creators" or "co-founders" of Merrithew Health & Fitness and it's premier brand STOTT PILATES.
- The Merrithews each have their own distinct roles within the company: Lindsay G. Merrithew is President & CEO, Moira Merrithew is Executive Director of Education.
- Moira Merrithew is also a Master Instructor Trainer.
- Please do not refer to Moira Merrithew as Moira Stott or Moira Stott-Merrithew.
- Lindsay G. Merrithew is also the Executive Producer of the STOTT PILATES award-winning DVD library.

OFFICIAL BIOS

Lindsay G. Merrithew has been the driving force behind the growth of The Merrithew Health & Fitness Group and its premium brands STOTT PILATES®, ZEN•GA™ and CORE Athletic Conditioning & Performance Training. He has been instrumental in designing, producing and marketing the company's extensive equipment and video lines. To date, he has developed dozens of commercial products and has executive produced over 170 fitness DVDs for the professional and consumer markets.

Moira Merrithew together with President and CEO of The Merrithew Health & Fitness Group, Lindsay G. Merrithew, has spent over two decades promoting the benefits of responsible exercise through their brands STOTT PILATES®, ZEN•GA™ and CORE Athletic Conditioning & Performance Training. Working closely with a team of physical therapists, sports medicine and fitness professionals, they ensure all programming is aligned with current scientific and biomechanical research.

Combined Bio

Since founding Merrithew Health & Fitness™ in 1988, Lindsay and Moira Merrithew have been committed to developing high-integrity fitness programs, products and services across a variety of disciplines that help people of all ages and abilities achieve a healthy lifestyle through their premium brands STOTT PILATES®, ZEN•GA™ and CORE Athletic Conditioning & Performance Training. MERRITHEW'S Media Division (MMD) produces print and video-based content for professional and consumer markets.

Please refer to www.merrithew.com/aboutus/foundersbios.html

Marketing & Communication Guidelines cont'd

LOGO USAGE

Merrithew Health & Fitness head office will supply correct logo graphics upon request.

- Only recognized Distributors, LTCs and Certified Instructors may use STOTT PILATES logos. Please note that specific Distributor and LTC logos are available and should be used.
- Under no circumstances should any STOTT PILATES or Merrithew Health & Fitness logos be recreated.
- Under no circumstances should the proportions of the logo be altered.
- The logo can be placed no smaller than can be easily read with the unaided eye.
- Web-ready logos may NOT be used in printed materials.

BRAND COLORS

Merrithew Health & Fitness™

Grey and Bronzes comprise the Merrithew Health & Fitness palette. The primary color is a Grey PMS 424 or CMYK 56, 48, 48, 14. Optional colors are a Dark Metallic Bronze PMS 8600 or CMYK 59, 56, 54, 28 and a brighter Metallic Bronze PMS 8004 or CMYK 43, 47, 59, 12.

STOTT PILATES®

Browns are the primary colors within the STOTT PILATES palette. Our color range is based on 'four-color process' color, CMYK values are specified below with the closest Pantone equivalent. Our preferred Brown is CMYK 0, 25, 50, 65 or PMS 7532.

To complement these colors we often use:
Metallic Bronze = CMYK 43, 47, 59, 12 or PMS 8004
Dark Metallic Bronze CMYK 59, 56, 54, 28 or PMS 8600
Cream = CMYK 6, 6, 20, 0 or PMS 9162 [pastel book]
Apple Green = CMYK 15, 5, 50, 0 or PMS 584
Blue = CMYK 100, 58, 0, 20 or PMS 653
'Faded Denim' Blue = CMYK 25, 5, 5, 5 or PMS 291
Metallic Blue = CMYK = 65, 45, 25, 0 or PMS 8182 [metallic book]

Please do not specify Pantone colors when printing in four-color process as they will not appear correctly.

CORE Athletic Conditioning & Performance Training

The CORE brand relies on Bronze and a Dark Grey.
Metallic Bronze = CMYK 43, 47, 59, 12 or PMS 8004
Dark Grey = CMYK 0, 0, 0, 80 or PMS 425

ZEN•GA™ Mindful Movement

A lively palette of Blue and Purple is reflected in the ZEN•GA brand.
Blue = CMYK 85, 75, 15, 2 or PMS 2447
Purple = CMYK 55, 75, 25, 5 or PMS 2613

BRAND FONTS

Frutiger & Frutiger Condensed are our sans serif fonts. Adobe Caslon may be used as a serif font.

PATENTS & PATENTS PENDING

Please adhere to the following:

- All references to the V2 Max Plus™ Reformer*, SPX® Max Reformer*, and SPX® Max Plus™ Reformer* in advertisements, editorial, articles, promotional materials, marketing collateral, photography credits etc., must include the following fine print:

**US Patent No. 7857736, and other US and foreign patents pending.*

NOTE: It is acceptable in the body copy of communications to apply the asterisk (*) on V2 Max Plus™ Reformer*, SPX® Max Reformer*, and SPX® Max Plus™ Reformer* to only its first main mention on each page.

TRADEMARK USAGE

- All trademarks should be capitalized as indicated in the examples.
- Licensees/distributors may use either the asterisk (*) or trademark/registered trademark (™/®) symbols to designate STOTT PILATES/Merrithew trademarks. An asterisk is used to distinguish Merrithew Corporation trademarks from any other trademarks you use.
- Use an asterisk (*) or trademark/registered trademark (™/®) symbol after the first mention of each trademark in a document or the first mention on each page.
- In fine print at the bottom of your document, you must state:
™/® Trademark or registered trademark of Merrithew Corporation, used under license.

OR

**Trademark or registered trademark of Merrithew Corporation, used under license.*

NOTE EXCEPTION: If producing **Business Cards**, please contact marketing@merrithew.com for final approval.

PLEASE NOTE that STOTT PILATES may not be used as part of your company name, web or email address – and where possible, please include a “marking” legend. For example:

“STOTT PILATES, Flex-Band, and Fitness Circle are registered trademarks of Merrithew Corporation, used under license.”

TO REITERATE: In order to avoid confusion, STOTT PILATES (or any similar name) may not be used as part of your company name, trade name, business name, domain name, Internet or email address.

Marketing & Communication Guidelines cont'd

REGISTERED TRADEMARKS

In order to protect Merrithew Health & Fitness trademarks (owned and licensed by Merrithew Corporation), the trademarks must be used as proper adjectives followed by the common name of the product, as indicated in the examples shown (i.e. STOTT PILATES® Equipment). The trademarks should not be used as nouns or verbs, nor should they be used in the possessive sense. This is to prevent them from becoming generic terms.

Our current trademarks, registered and unregistered, are listed below. Please choose either US/International or Canadian trademarks, depending on which country you promote your services. If communicating or promoting in both US and Canadian markets, use US/International trademarks.

UNITED STATES

Registered trademarks in the US

(use the ® symbol):

- ▶ STOTT PILATES®
(i.e. the STOTT PILATES® Method;
STOTT PILATES® Equipment)
- ▶ Club SPX® Reformer
- ▶ Fitness Circle®
(i.e. Fitness Circle® resistance ring)
- ▶ Flex-Band® (i.e. Flex-Band® exerciser)
- ▶ Intelligent Exercise. Profound Results.®
(headline/tagline)
- ▶ Pilates-Infused® (i.e. Pilates-Infused® Yoga)
- ▶ Reformer Apparatus®
- ▶ SPX® Max Deluxe Reformer*
- ▶ SPX® Max Reformer*
- ▶ SPX® Max Plus™ Reformer*
- ▶ SPX® Max Plus™ Deluxe Reformer* Bundle
- ▶ SPX® Reformer
- ▶ SPX® Reformer Package with
Cardio-Tramp™ Rebounder (exclusive package)

Additional Equipment Trademarks

in the US (use the ™ symbol):

- ▶ Air Balance Ball™
- ▶ Merrithew Health & Fitness™
- ▶ Adjustable Reformer™
- ▶ Armchair Pilates™
- ▶ At Home Reformer™
- ▶ Cardio-Tramp™ & Jumpboard Combo
- ▶ Cardio-Tramp™ Jumpboard Plate
- ▶ Cardio-Tramp™ Rebounder
- ▶ Cardio-Tramp™ Rebounder – SPX®
(single usage)
- ▶ Community of Excellence™
(i.e. Community of Excellence™ Tour)
- ▶ Core Stability Barre™
- ▶ Core Stability Barre™ Training
- ▶ Core Stability Barre™ System
- ▶ Cross-Bow™
- ▶ Cross-Bow™ Handles
- ▶ Eco-Friendly Mat™
(i.e. Eco-Friendly Mat™ Kit for Men)
- ▶ Foam Roller™
- ▶ High-Traction Reformer Feet™
- ▶ High-Precision Gearbar System™
- ▶ Jumpboard Cross-Bow™

- ▶ Jumpboard with Cross-Bow™
- ▶ Mat-Plus™
- ▶ Merrithew Health & Fitness™ Products
- ▶ Mini Stability Ball™ (formerly Mini Flex-Ball™)
- ▶ Mini-Tramp™
- ▶ Multi-Flex™ Tubing
- ▶ Pilates Edge™
- ▶ Pilates Express™ (i.e. Pilates Express™ Mat)
- ▶ Professional Reformer™
- ▶ Professional Deluxe Reformer™
- ▶ Professional Deluxe Reformer™ Bundle
- ▶ Quick-Set Pulley Posts™
- ▶ Rehab Reformer™
- ▶ Rehab Deluxe Reformer™
- ▶ Rotational Diskboard™
- ▶ Rotational Diskboard™ Deluxe
- ▶ Spring Wall™
- ▶ Stability Ball™
- ▶ Stability Chair™
- ▶ Stability Cushion™
- ▶ Strength Tubing™
- ▶ Studio Tower™
- ▶ Toning Ball™
- ▶ Tower Trainer™
- ▶ V2 Max Plus™ Reformer*
- ▶ V2 Max Plus™ Deluxe Reformer* Bundle
- ▶ V2 Max Plus™ Rehab Deluxe Reformer* Bundle
- ▶ ZEN•GA™
- ▶ ZEN•GA™ Flow

CANADA

Registered trademarks in Canada

(use the ® symbol):

[If marketing in Canada and USA,
use only USA marks]

- ▶ STOTT PILATES®
(i.e. the STOTT PILATES® Method;
STOTT PILATES® Equipment)
- ▶ Fitness Circle®
(i.e. Fitness Circle® resistance ring)
- ▶ Flex-Band® (i.e. Flex-Band® exerciser)
- ▶ Intelligent Exercise. Profound Results.®
(headline/tagline)
- ▶ Matwork® (i.e. Matwork® classes)
- ▶ Pilates-Infused® (i.e. Pilates-Infused® Yoga)
- ▶ Reformer®
- ▶ Reformer Apparatus®

Additional Equipment Trademarks in Canada

(use the ™ symbol):

- ▶ Air Balance Ball™
- ▶ Merrithew Health & Fitness™
- ▶ Adjustable Reformer™
- ▶ Armchair Pilates™
- ▶ At Home Reformer™
- ▶ Cardio-Tramp™ & Jumpboard Combo
- ▶ Cardio-Tramp™ Jumpboard Plate
- ▶ Cardio-Tramp™ Rebounder
- ▶ Cardio-Tramp™ Rebounder – SPX™ (single usage)
- ▶ Club SPX™ Reformer
- ▶ Community of Excellence™
(i.e. Community of Excellence™ Tour)
- ▶ Core Stability Barre™
- ▶ Core Stability Barre™ Training
- ▶ Core Stability Barre™ System
- ▶ Cross-Bow™
- ▶ Cross-Bow™ Handles
- ▶ Eco-Friendly Mat™
- ▶ Foam Roller™
- ▶ High-Traction Reformer Feet™
- ▶ High-Precision Gearbar System™
- ▶ Jumpboard Cross-Bow™
- ▶ Jumpboard with Cross-Bow™
- ▶ Mat-Plus™
- ▶ Merrithew Health & Fitness™ Products
- ▶ Mini Stability Ball™ (formerly Mini Flex-Ball™)
- ▶ Mini-Tramp™
- ▶ Multi-Flex™ Tubing
- ▶ Pilates Edge™
- ▶ Pilates Express™ (i.e. Pilates Express™ Mat)
- ▶ Professional Reformer™
- ▶ Professional Deluxe Reformer™
- ▶ Professional Deluxe Reformer™ Bundle
- ▶ Quick-Set Pulley Posts™
- ▶ Rehab Reformer™
- ▶ Rehab Deluxe Reformer™
- ▶ Rotational Diskboard™
- ▶ Rotational Diskboard™ Deluxe
- ▶ Spring Wall™
- ▶ SPX™ Max Reformer*
- ▶ SPX™ Max Deluxe Reformer*
- ▶ SPX™ Max Plus™ Deluxe Reformer* Bundle
- ▶ SPX™ Max Plus™ Reformer*
- ▶ SPX™ Reformer

Marketing & Communication Guidelines cont'd

- ▶ SPX™ Reformer Package with Cardio-Tramp™ Rebounder (*exclusive package*)
- ▶ Stability Ball™
- ▶ Stability Chair™
- ▶ Stability Cushion™
- ▶ Strength Tubing™
- ▶ Studio Tower™
- ▶ Toning Ball™
- ▶ Tower Trainer™
- ▶ V2 Max Plus™ Reformer*
- ▶ V2 Max Plus™ Deluxe Reformer* Bundle
- ▶ V2 Max Plus™ Rehab Deluxe Reformer* Bundle
- ▶ ZEN•GA™
- ▶ ZEN•GA™ Flow

QUEBEC

In Quebec, Canada, please use the following:

®/MD STOTT PILATES is a registered trademark of/est une marque déposée de Merrithew Corporation

™/MC STOTT PILATES is a trademark of/est une marque de commerce de Merrithew Corporation

OR

mc/® STOTT PILATES is a trademark or registered trademark of/est une marque de commerce ou marque de déposée de Merrithew Corporation

AUSTRALIA

Registered trademarks in Australia (use the ® symbol):

- ▶ STOTT PILATES®
- ▶ Cardio-Tramp® Rebounder

EUROPEAN UNION (INCLUDING U.K.)

Registered trademarks in the EU & UK (use the ® symbol):

- ▶ STOTT PILATES®
- ▶ Cardio-Tramp® Rebounder

INTERNATIONAL

Registered trademarks outside of North America (use the ® symbol):

- ▶ Brazil – STOTT PILATES™
- ▶ China – STOTT PILATES®
- ▶ Hong Kong – STOTT PILATES®
- ▶ Japan – STOTT PILATES®
- ▶ Mexico – STOTT® PILATES
- ▶ Russia – STOTT PILATES®
- ▶ Turkey – STOTT PILATES®

Trademarks in all other countries use the ™ symbol

- ▶ New Zealand – STOTT PILATES™
- ▶ Singapore – STOTT PILATES™

OTHER LANGUAGES

Please use the following in fine print:

German: ™/® Warenzeichen oder eingetragenes Warenzeichen der Merrithew Corporation, Verwendung unter Lizenz. Alle Rechte vorbehalten.

Portuguese: MR/® Marca ou marca registrada de Merrithew Corporation, usada sob licença. Todos os direitos reservados.

TRADEMARKED TAG LINES

- ▶ Community of Excellence™
- ▶ emPower™ Program
- ▶ Exercise for a Lifetime™
- ▶ Fitness Unplugged™
- ▶ Full Solutions™
- ▶ One Source, Multiple Solutions™
- ▶ The Professional's Choice™
- ▶ STOTT PILATES Network™
- ▶ The Contemporary Approach™

OTHER TRADEMARKS USED IN ASSOCIATION WITH MH&F

The following lines of type is required in fine print when the following trademarks are used:

Acuball®†

®† Dr. Cohen's acuball,
© 2009 Workplace Health Services Inc.

BOSU®* (i.e. BOSU®* Balance Trainer)

BOSU®* is a registered trademark of BOSU Fitness LLC,
used with permission.

ToeSox®§

®§ Registered trademark of ToeSox Inc.
Pat. #7346935. All Rights Reserved.

Wrist Assured™† Gloves

Copyright © 2007 Joint Protection Products LLC
89 Black Ball Hill Road, Dennis, MA 02638

ADDITIONAL COPY 'STYLE'

To be adhered to on all printed and/or electronic materials:

- ▶ Essential (uppercase E, i.e. STOTT PILATES Essential Matwork Course/Workshop)
- ▶ Intermediate (uppercase I, i.e. STOTT PILATES Intermediate Matwork Course/Workshop)
- ▶ Advanced (uppercase A, i.e. STOTT PILATES Advanced Matwork Course/Workshop)
- ▶ Easy Start poster (i.e. STOTT PILATES Easy Start poster)
- ▶ Flex-Band® (include hyphen, uppercase B)
- ▶ Toning Ball™ and/or Toning Balls™
- ▶ STOTT PILATES® Certification
- ▶ STOTT PILATES® Continuing Education
- ▶ STOTT PILATES® Instructor Training
- ▶ Jumpboard (one word)
- ▶ Reformer (uppercase R)
- ▶ Pilates (uppercase P in sentences)
- ▶ sit-bone(s) (hyphenated)
- ▶ weightbearing (one word)
- ▶ non-weightbearing (hyphenated phrase)

LEGAL LINES

- ▶ Tower Trainer™:
Covered by one or more of the following patents and/or patent applications:
US 8,057,371 B2, US Application No. 11/329,252, US Application No. 12/233,968, US Application No. 60/642,985, PCT International Application No. 2006000814.
- ▶ Cardio-Tramp™ Rebounder:
Covered by one or more of the following patents and/or patent applications:
US 7,806,805 B2, US 7, 179,207, US Application No. 11/592,139, US Application 11/702,672, US Application No 60/440,610, CN Application No 200480004459, EP Application No. 04702911.

REGARDING "CORE"

- ▶ CORE Athletic Conditioning & Performance Training can be used with an asterisk to shorten for names of workshops, sessions i.e. CORE*
Corresponding legal line:
*Athletic Conditioning & Performance Training

Marketing & Communication Guidelines cont'd

AVAILABILITY OF PHOTOGRAPHY

Selected photographs are available for one-time web and print usage (i.e. approval must be sought for each media usage – per brochure, ad, editorial/article, review, website, etc.) exclusively to:

- ▶ STOTT PILATES Certified Instructors
- ▶ STOTT PILATES Corporate Training Centers
- ▶ STOTT PILATES Licensed Training Centers
- ▶ MH&F / STOTT PILATES Equipment Distributors
- ▶ The Media

To view available photography please visit:

www.merrithew.com/mediapixdownload

If you would like to download high resolution images, please complete our *Photo Use Policies Request / Order Form*.

To obtain a copy of our most recent request forms, please contact marketing@merrithew.com or download it from the web page listed above and fax to 416-482-2742. Attn: Merrithew Health & Fitness Marketing Dept.

Upon approval we will contact you with instructions on how to access our password-protected site. Note that we will change the image password periodically to ensure protection of our brand and Intellectual Property.

Follow all instructions as outlined on the web page and ensure you get prior approval from the MH&F Marketing Department before you publish your work. **Please read the Marketing and Communication Approval Process on the Media section web page for detailed instructions.**

If you would like to use photos not included on these web pages, please ask the Marketing Dept. to review your request.

Please note that all MH&F photography usage for online or printed materials must include the following credit:

"Photography © Merrithew Corporation"

For usage of content from our website, FAQ or printed materials:

"Content © Merrithew Corporation, used with permission"

IMPORTANT NOTES:

- ▶ Our educational manuals, instructional and promotional materials are not to be duplicated.
- ▶ MH&F photography may not be used in promotional materials without mention of STOTT PILATES or your association with STOTT PILATES in the copy and/or use of our logo.

For queries about content and logo usage, please contact

marketing@merrithew.com

PHOTOGRAPHY USAGE ONLINE

Images are currently free of charge for use on your website, provided you:

- ▶ Are one of the people eligible to use our photography
- ▶ Obtain permission from the Merrithew Health & Fitness Marketing Department and sign a Photography Policies & Procedures agreement form
- ▶ Comply with all copyright and trademark requirements
- ▶ Include a logo link to www.merrithew.com
- ▶ Receive final approval of your website or online promotion from the Merrithew Health & Fitness Marketing Department.

OTHER LANGUAGES

Please use the following in fine print:

Portuguese photo credit line:

Fotografia © Merrithew Corporation

Portuguese content line: *Conteúdo © Merrithew Corporation, usado com permissão*

HAVE MORE QUESTIONS?

Please don't hesitate to contact our Marketing Department, marketing@merrithew.com

Thank you for complying to these guidelines as produced by Merrithew Health & Fitness – updated March 15, 2012.