

NEWS ALERT

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FITNESS EXPO SCORES GYMLINK SPONSORSHIP

Australia's largest and most successful health and fitness event, the Australian Fitness Expo, today announces the signing of industry online gateway, GymLink Australia, as the major sponsor for its 2009 exhibition at Darling Harbour.

The expo, which recently took home two awards at the EEAA Awards (*Best Trade Show over 10,000m²* and *Best Australian Show*), attracts more than 17,000 trade and consumer visitors and is the industry's largest expo.

"As the leading fitness industry expo, it makes perfect sense for us to team up with GymLink who are the country's leading health and fitness industry website portal," said Ashley Robertson, Exhibition Manager, Australian Fitness Expo.

With the common focus of connecting people to all areas within the health and fitness industry, the two entities are a match made in fitness heaven and the sponsorship deal will provide an opportunity for the amalgamation of industry knowledge, insight and opportunity in one central location.

"It's a natural progression for GymLink Australia to take on the role as major sponsor for the 2009 Australian Fitness Expo and provides the perfect platform for us to launch the 2009-2010 Fitness Suppliers Directory and communicate with our target audiences," said Craig Mac, Managing Director, GymLink Australia.

GymLink is a comprehensive online portal that provides a total educational and informational resource to the fitness, health and wellbeing industry. The site incorporates an online directory that allows users to easily locate gyms, personal trainers, fitness classes and much more.

"We are thrilled to welcome GymLink on board as the major sponsor and look forward to working closely with the team to maximise resources and ensure a relevant and focused industry event for both visitors and exhibitors," Ashley said.

GymLink, now in its fifth year, continues to grow in all areas of operation and is committed to connecting key industry decision makers with suppliers of products and services in the Australian fitness industry.

"Our confidence for future growth in the Australian fitness industry remains extremely high and, as the major sponsor of the 2009 Australian Fitness Expo, we look forward to welcoming visitors to the exhibition floor," Craig said.

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ABOUT THE AUSTRALIAN FITNESS EXPO

The Australian Fitness Expo is the industry's largest expo covering everything from fitness and training equipment to spa, yoga and everything in between. The pinnacle event for the fitness industry, the expo attracts more than 17,000 trade and consumer visitors and connects attendees with manufacturers, suppliers and retailers in health and fitness industry. Further information:

www.fitnessexpo.com.au

ABOUT GYMLINK AUSTRALIA

GymLink Australia is the most comprehensive portal in the health, fitness and wellbeing industry and provides a total educational and informational resource to fitness industry business owners and managers, fitness industry professionals and the health and fitness conscious community. GymLink are the publishers of Australia's only printed fitness supplier's directory as well as fitness industry news, reviews, articles, information and resources to anyone interested in the fitness industry. Further information: www.gymlink.com.au

ABOUT DIVERSIFIED EXHIBITIONS

Diversified Exhibitions is one of Australia's largest exhibition organising companies with a portfolio of 30 trade and consumer exhibitions, operating in key industry sectors such as Food, Security, Building, Oil & Gas, Fitness and Retail. Diversified runs exhibitions at premier venues throughout Australia and has its head-office in Melbourne. Further information: www.divexhibitions.com.au

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