

Life Fitness Account #: _____
 Dealership Name: _____
 Email: _____

BRUNSWICK DEALER ADVANTAGE BENEFIT LEVEL AFFIDAVIT

Brunswick Dealer Advantage benefit levels for Calendar Year 2008 are based on the percentage of your 2007 retail sales related to Life Fitness manufactured products, including the Life Fitness and ParaBody brands. The below questionnaire provides help in calculating the percentage of your total fitness equipment you sell that is Life Fitness product. In many cases exact figures may not be available for the retail sales information requested. In these cases, please provide the best information you have available.

Please note that this percentage should be calculated by using sales figures of treadmills, ellipticals, exercise bikes, free weight stations, and gym systems. Barbells, dumbbells, fitness balls, watches, bands, mats, and other accessories not manufactured by Life Fitness need not be included in this percentage.

Step 1: Will you use units or dollars as the basis of your benefits status application?
 Either criteria is equally valid.

Units

Dollars

Step 2: Fitness Retail Sales (Note: figures should represent Calendar Year 2007)

Life Fitness or ParaBody brand fitness equipment sold in 2007 CY	Total new fitness equipment sold in 2007 CY of any brand	Estimated Life Fitness % of sales
÷		=

Application for Program Level

Based upon the percentage of sales calculation above, please select your 2008 calendar year Brunswick Dealer Advantage benefit level. (See the Benefit Level Criteria on the next page)

Silver

Gold

Platinum

The undersigned is authorized to provide to Brunswick Corporation ("Brunswick") at Brunswick's request, documentation, including but not limited to receipts from all retail sales necessary to establish its entitlement to the certain Dealer Advantage eligibility status, and agrees that Brunswick is the sole judge as to the sufficiency of the submitted documentation. Failure to submit documentation satisfactory to Brunswick when requested is sufficient cause for Brunswick to reject the application for Dealer Advantage eligibility status. Brunswick may engage the services of a third party to evaluate dealer's submission, and dealer agrees to cooperate fully with either Brunswick or third party personnel in confirming the dealer's eligibility for participation in this program. Brunswick reserves the right to downgrade Dealer's Benefit Level as appropriate should Dealer's percentage of Life Fitness sales decrease at any time in 2008.

The undersigned declares that all fitness equipment sold by the dealership during the duration of the 2007 Calendar Year, including non-Life Fitness equipment, have been calculated to determine the given dealer participation level.

All information provided in this affidavit will be kept confidential to Brunswick.

Signature: _____
 Printed Name: _____
 Title: _____
 Date: _____

DEALER MUST SUBMIT THIS AFFIDAVIT TO QUALIFY FOR PROGRAMS AND RATES.

Life Fitness Account #: _____

BENEFIT LEVEL CRITERIA

Based on the above calculated percentage of which you achieved in the 2007 Calendar Year (January 1, 2007 to December 31, 2007), use the eligibility requirements in the chart below to determine your eligibility based on your retail sales of Life Fitness products. (Multi-location Dealerships: Benefit status is determined by the combined total of all units sold across your retail locations.)

SILVER	GOLD	PLATINUM
15% of all new fitness equipment <i>sold</i> by your dealership must be Life Fitness or ParaBody brand fitness equipment.	30% of all new fitness equipment <i>sold</i> by your dealership must be Life Fitness or ParaBody brand fitness equipment.	45% of all new fitness equipment <i>sold</i> by your dealership must be Life Fitness or ParaBody brand fitness equipment.

Dealership Employees Figure

As we continue to explore benefit options in addition to other employee-based programs, it is helpful to know the number of employees in our dealership network. Please indicate below the number of employees you have in your dealership that would be "benefit-eligible."

_____ Number of full-time employees currently employed at your dealership

Please return to: Brunswick Dealer Advantage
P.O. Box 1939
Fond du Lac, WI 54936-1939
or
Fax (920) 926-2690

If you have any questions regarding eligibility or anything related to Brunswick Dealer Advantage please contact a Brunswick Dealer Advantage Specialist at 877-GO-ADVTG (877-462-3884).

To see all the benefits offered in Brunswick Dealer Advantage visit www.brunswickdealeradvantage.com.