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For Immediate Release

WOODWAY CURVE Featured on NBC's The Biggest Loser

Tune in to NBC to view "The Biggest Loser: Couples" premiere, Tuesday January 4th 8/7c and watch the contestants in their initial challenge with the WOODWAY CURVE.

Waukesha, WI – December 29, 2010 — WOODWAY, the world's largest specialty treadmill manufacturer and developer of the innovative CURVE non-motorized treadmill will put contestants to the test during the first challenge of NBC's The Biggest Loser Season 11. The non-motorized treadmill utilizes a unique curved design and WOODWAY's patented running surface to give contestants the ultimate calorie burning machine in which they become the motor or drive behind the treadmill, manually propelling the running surface.

The CURVE treadmill burns up to 30% more calories than conventional motorized treadmills because the user is actually powering the running surface, thus engaging more muscle groups and achieving a superior workout. Research studies have proven that users are able to reach similar cardiovascular exercise levels and caloric burn walking on the CURVE treadmill in comparison to running on conventional motorized units.

"I love the new Woodway CURVE. The big drawback to treadmill running in some peoples mind is that the treadmill is doing half the work. Not with the new CURVE." states Mike Boyle, founder of Body by Boyle which is currently the #1 Ranked Gym in America by Men's Health. "My athletes love it and, we have seen great results with heart rate elevation. This is just a great piece."

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For more information regarding WOODWAY and its innovative Curve treadmill, please visit www.woodway.com

About WOODWAY

WOODWAY is the largest specialized treadmill manufacturer in the world. Its products are best known for their one-of-a-kind running surface that utilizes individual rubberized shock absorbing slats and ball bearings. WOODWAY has been producing treadmills since 1974. Visit the company's website at www.woodway.com

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About "The Biggest Loser"

"The Biggest Loser" airs on NBC Tuesdays at 8 pm (ET). The first reality series where everybody "loses," "The Biggest Loser" challenges and encourages overweight contestants to shed pounds in a safe and recommended manner through comprehensive diet and exercise as they compete for a grand prize of $250,000. Hosted by Alison Sweeney, the series provides the contestants with challenges, temptations, weigh-ins and eliminations until the final contestant remains to claim the title of "The Biggest Loser." Each team works out under the supervision of professional trainers Jillian Michaels and Bob Harper. "The Biggest Loser" is a production of Reveille LLC, 25/7 Productions and 3 Ball Productions. "The Biggest Loser" was recognized as a top brand of the year in Advertising Age's 2008 Marketing 50. Check out www.biggestloser.com for more information.