

A woman with dark hair in a braid, wearing a green tank top and a gold necklace, is shown in profile, performing a barre exercise. Her arms are extended horizontally. In the background, other people are blurred, suggesting a group class setting.

Media Kit 2017



leaders in mindful movement™

As Leaders in Mindful Movement™ the Merrithew™ name is synonymous with world-class educational programs, training and equipment. Co-founded by Lindsay and Moira Merrithew, for over 25 years Merrithew has developed cutting-edge programming and equipment based on the very latest in exercise science. To date, Merrithew has trained over 50,000 students around the world, and has influenced countless more.

Merrithew's premium Pilates brand, STOTT PILATES® is a contemporary approach to the original exercise method pioneered by the late Joseph Pilates, and is one of the safest, most effective methods of exercise available. Based on the principles of STOTT PILATES, and incorporating the most up-to-date research in health and fitness, Merrithew's offerings include the branded programs ZEN•GA®, CORE™ Athletic Conditioning & Performance Training™, Total Barre™, and HALO® Training, as well as a library of over 145 professional and consumer DVD titles that span varying fitness and experience levels.

Merrithew also offers Pilates training for health care professionals with STOTT PILATES Rehabilitation Program, and a range of specialized rehab equipment and accessories.

Merrithew equipment and accessories are recognized as The Professional's Choice™ – crafted from the highest-quality materials for maximum performance, and incorporate Merrithew's ongoing commitment to eco-friendliness.

Corporate Background

In 1988, Lindsay and Moira Merrithew opened their first Pilates studio in Toronto, Canada. Recognizing a growing market demand for Pilates and a scarcity of suppliers, Lindsay, President & CEO, focused on building and diversifying the business. Moira, Executive Director, Education, who had certified as an Instructor at the original Pilates studio in New York, began training clients. Together, they realized that the benefits of Pilates could help people of all ages and abilities, so the entrepreneurs set out to bring awareness, demystify the method and make it available to a wider audience.

With a team of business and health and fitness experts, Lindsay created a vertical approach to the business with strict attention to detail at every level, from equipment to programming. Much of Merrithew's equipment is manufactured and assembled at the company plant in Toronto, Canada. Meanwhile, the Corporate Training Center at Merrithew's corporate headquarters is the nexus for Instructor training and education programming. Merrithew's network of Licensed Training Centers and distributors stretches around the globe, and the community of Certified Instructors and clients is continually expanding.



Lindsay G. Merrithew
PRESIDENT & CEO

Moira Merrithew
EXECUTIVE DIRECTOR, EDUCATION

Founders' Biographies

Lindsay G. Merrithew **President & CEO**

The driving force behind the growth of Merrithew™, Lindsay has been twice nominated for Ernst & Young's Entrepreneur of the Year, and is a five-time recipient of PROFIT Magazine's 100 Fastest-Growing Companies Award.

In addition to providing the vision and strategically directing and growing Merrithew as a fully-integrated business, Lindsay is instrumental in designing, producing and marketing the company's extensive education, equipment and video lines. To date, he has developed dozens of commercial products and has executive-produced over 170 DVDs for professional and consumer markets.

Lindsay is a past member of Ontario's prestigious Innovators Alliance for elite entrepreneurs, and is consulted regularly by the trade and business media. He holds a Bachelor of Commerce degree from Dalhousie University in Halifax, Nova Scotia, and is a graduate of The Juilliard School of performing arts in New York City.

Moira Merrithew **Executive Director, Education**

A graduate of the Bermuda School of Russian Ballet and the Rambert School of Ballet and Contemporary Dance in London, England, Moira Merrithew embarked on an accomplished career as a principal dancer with the City Ballet of Toronto and the Atlantic Ballet Company before retraining as a Certified Pilates instructor under Romana Kryzanowska at the original studio founded by the late Joseph H. Pilates.

Together with Lindsay, she has spent over two decades promoting the benefits of responsible exercise through their brands STOTT PILATES®, ZEN•GA®, CORE™ Athletic Conditioning & Performance Training™, Total Barre™ and Halo® 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.

In addition to overseeing the creation of the curricula and support materials for the company's Education & Certification programs, Moira is a content creator and featured performer in Merrithew's extensive DVD series.



A New Vision for Mindful Movement

Merrithew™ believes in the overarching ideology of an intelligent and mindful approach to all forms of fitness. For over 25 years, Lindsay and Moira Merrithew have worked with their team to expand and diversify Instructor training and equipment to reflect an evolution in fitness towards more mindful movement. The sound foundational principles of STOTT PILATES®, Merrithew's premiere Pilates brand, serve as the groundwork from which CORE™ Athletic Conditioning & Performance Training™, ZEN•GA®, Total Barre™ and Halo®+ Training have emerged.

Modern principles of exercise science have been combined with newer fitness practices such as fascial fitness, biomechanics of movement, functional fitness and core-integrated bodyweight training, all while maintaining the mind-body connection.

These programs broaden our reach in the health and fitness industry, providing opportunities for personal trainers, health care professionals, group fitness instructors, athletes and other movement specialists to diversify their knowledge base and cater to a wider range of clients.

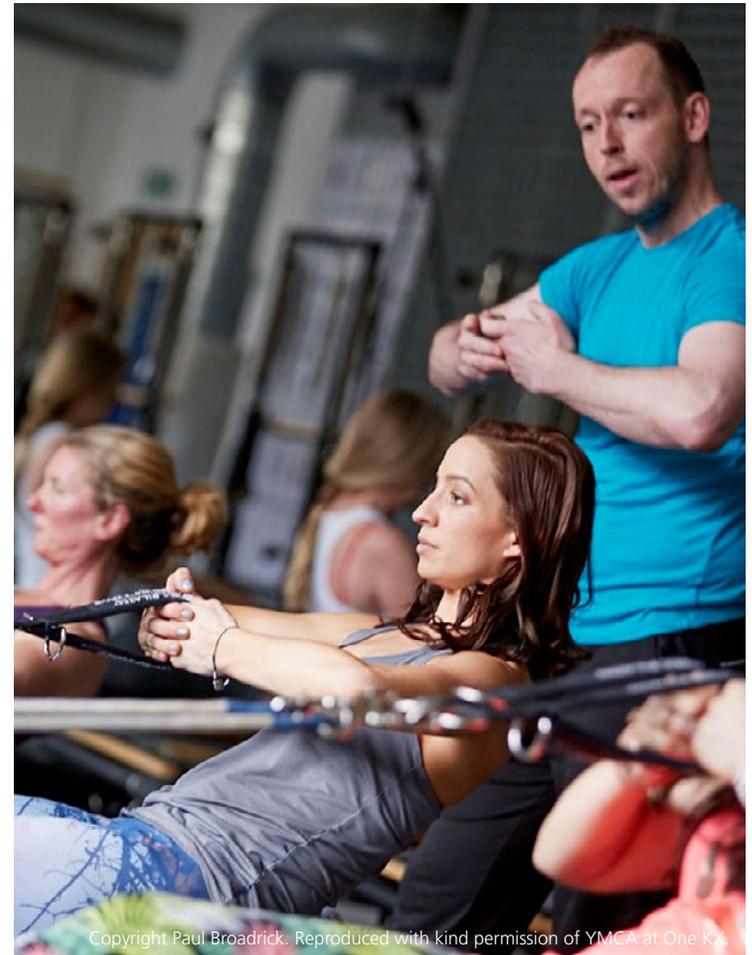
At the same time, this programming gives the primary community of mind-body professionals exciting new approaches to retain long-term clients and attract a wider range of new exercisers, while helping each of them achieve their individual goals.



Did you know?

- **Over 8.5 million people participate in Pilates in the U.S.**
- **Over 3.7 million people take over 50 Pilates classes a year**
- **84% of Pilates participants are women**
- **62% are between the ages of 25 and 54**
- **51% have a household income of under USD\$75,000 per year**
- **55% have a college degree or higher**

Statistics according to 2015 Pilates Single Sports Participation Report from the Sports & Fitness Industry Association



Copyright Paul Broadrick. Reproduced with kind permission of YMCA at One KX

Fast Facts

- 1988** Company founded.
- 1991** Danforth Avenue studio opens in Toronto, Ontario.
- 1993** Equipment manufacturing division established.
- 1994** Education division established to train and certify Instructors.
- 1996** First manufacturing facility opens on Carlaw Avenue in Toronto, Ontario.
- 1997** First Licensed Training Center opens in Bloomfield Hills, Michigan.
- 1998** First training video produced. Danforth studio is sold. Corporate Training Center opens and global headquarters moves to current location on Yonge Street in Toronto, Ontario.
- 2000** Merrithew™ is recognized as one of Canada's Fastest-growing Companies by PROFIT Magazine. Merrithew will go on to win this recognition in 2001, 2002, 2003 and 2004.
- 2001** First training manuals published.
- 2002** First DVD series is produced.
- 2003/04** Lindsay G. Merrithew is a finalist for Ernst & Young Entrepreneur of the Year.
- 2012** Co-founders Lindsay and Moira Merrithew named Inner IDEA Inspiration Award winners. Branded programs ZEN•GA® and CORE™ Athletic Conditioning and Performance Training™ are introduced.
- 2013** Branded program Total Barre™ is introduced. A new Merrithew manufacturing plant opens on Tapscott Road, Toronto, Ontario.
- 2014** Name changed from Merrithew Health & Fitness to Merrithew™ — Leaders in Mindful Movement™.
- 2016** Over 45,000 trained worldwide. Extensive global network of Training Centers and international distribution network.



Wall-Mounted Stability Barre™

New Products



Twist Ball™
ST-06234



Soft Kettlebell Plus – 2 Pack
ST-06220



SPX® Max Reformer with Vertical Stand
ST-11032



Wall-Mounted Stability Barre™
8 feet
ST-02211



Pilates and Yoga Mat XL
Gray/Blue ST-02213
Gray/Purple ST-02212



Yoga Block for Kids
ST-06225

FOR IMMEDIATE RELEASE

12/09/2016

National Parenting Product Association Names Five Merrithew™ Kids' Fitness Products as Recipients of National Parenting Product Awards

Toronto, Ontario — Merrithew™ is pleased to announce that the prestigious National Parenting Product Association has named five Merrithew kids' fitness products as recipients of National Parenting Product Awards (NAPPA). Merrithew's Eco Mat for Kids—Pixel the Robot, Flying Foam Disks 2-pack (Blue & Yellow), Balance and Therapy Wedge for Kids, Yoga Block for Kids (Green) and Stability Ball for Kids (Green, 45cm) have received NAPPA Awards.

NAPPA enlists a team of independent, expert judges and family testers to review each submission thoroughly. Together, they select the most entertaining, appealing, safe, educational, age-appropriate and enduring products as NAPPA winners. A NAPPA recognition is more than just a seal of approval. It signifies that a product has been rigorously evaluated against stringent criteria and that it stands out among hundreds of similar products from around the world. Products that receive the prestigious NAPPA award are quality products that parents and professionals can trust.

Merrithew launched its kids' product line in 2014 with the intention to inspire kids to be healthy by providing them with top-quality, safe products with fun, gender-neutral designs. Our kids' products are free of toxins, heavy metals and phthalates, and encourage fitness in a variety of activities.

"We are honored to receive these NAPPA Awards for our kids' fitness products," says Lindsay G. Merrithew, President & CEO of Merrithew. "They highlight our strong commitment to providing the very best in fitness equipment for fitness enthusiasts of all ages." For more information on Merrithew's kids' product line, visit www.merrithew.com/kids.

For inquiries, please contact our sales team:
equipment@merrithew.com

For media inquiries, please contact:
Laura Fitch, Global PR & Content Specialist
laura.fitch@merrithew.com

ENDS

Merrithew™ was co-founded by Lindsay and Moira Merrithew in 1988. As Leaders in Mindful Movement™, for over 25 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 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 Merrithew branded programs include ZEN-GA®, Total Barre™, CORE™ Athletic Conditioning & Performance Training™ and Halo® Training. Merrithew has trained more than 50,000 students in over 100 countries. The Merrithew Media Division (MMD) produces print and video-based content for professional and consumer markets.

For more information visit merrithew.com.

FOR IMMEDIATE RELEASE

03/01/2016

Merrithew™ Expands Rehab Program, Balance, Massage & Therapy Line

Toronto, Ontario — Industry leader Merrithew expands its STOTT PILATES® Rehab Education Program and introduces a new Balance, Massage & Therapy product line. The expanded education offerings and product line join Merrithew's world-class programming, and are strong additions to any rehabilitation practice or clinic.

The program now comes in six modules, allowing rehab professionals to focus on specific areas of the programming and manage busy schedules by breaking up the training program into smaller segments. Merrithew plans for continued expansion of its Rehab Program with new products, plus a comprehensive offering of workshops and continuing education, and additional mat and equipment-based training for rehab professionals.

The perfect complement to Merrithew's Rehab Program is the expanded line of Balance, Massage & Therapy products. These products focus on self-care, and include the new Total Body Massage Stick™, a compact massager that releases tension and minimizes stiffness that is ideal for both self-myofascial release and physical therapy, and the Massage Point Foam Roller™ 15", which targets larger muscle groups.

Merrithew, Leaders in Mindful Movement™, are the creators of world-class education programming based on cutting-edge exercise science and the Five Principles of their premium Pilates brand, STOTT PILATES®. Merrithew's unparalleled education offerings include rehabilitation courses and workshops.

Visit us at Booth 1552, pick up a copy of our new Rehab Catalog, and find out more about integrating Pilates and mindful exercise into your clinical practice. The first 100 visitors to the booth will receive a regular-strength Flex-Band®.

For inquiries, please contact our sales team:
equipment@merrithew.com

For media inquiries, please contact:
Laura Fitch, Global PR & Content Specialist
laura.fitch@merrithew.com

ENDS

*Merrithew™ was co-founded by Lindsay and Moira Merrithew in 1988. As Leaders in Mindful Movement™, for over 25 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 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 Merrithew branded programs include ZEN·GA®, Total Barre™, CORE™ Athletic Conditioning & Performance Training™ and Halo® Training. Merrithew has trained more than 50,000 students in over 100 countries. The Merrithew Media Division (MMD) produces print and video-based content for professional and consumer markets. For more information visit **merrithew.com**.*

Contact Merrithew™

Hours

Head Office

Monday – Friday 9:00 am – 5:30 pm

Equipment Sales

Monday – Friday 9:00 am – 5:30 pm

Customer Service

Monday – Friday 8:30 am – 5:00 pm

Toronto Studio

Monday – Thursday 7:00 am – 8:00 pm

Friday 7:00 am – 7:00 pm

Saturday 9:00 am – 3:00 pm

NOTE: All times are EST (Eastern Standard Time).
Schedule varies with holiday schedules.

Phone Numbers

Toll Free: North America 1.800.910.0001

Toll Free: United Kingdom 0800.328.5676

Toronto Office (+1) 416.482.4050

Fax (+1) 416.482.2742

Department

Extension

Toronto Studio – 221

Information & Session Pricing

Retail Sales – 250

Videos, Light Equipment,
Manuals, Posters, Clothing

Equipment Sales 264

Education Advisor 300

Marketing, Media Relations 4864

Education Sales 297

Customer Service – Equipment 288

Customer Service – Education 0964

Merrithew™

2200 Yonge Street, Suite 500, Toronto, Ontario, Canada M4S 2C6

 **merrithew.COM**