



Press Release

Technogym® wins the Beijing Olympics

*The company appointed for the **FOURTH TIME** as exclusive technology partner for top champion's athletic training venues.*



Technogym secures the first Olympic gold at Beijing 2008.

The world leader in the sector of athletic preparation, rehabilitation and wellness has been appointed as the **exclusive Official Supplier** to the forthcoming **Beijing Olympic Games** which will be held in the summer of 2008. Technogym thus becomes the only non-Chinese company to be named an exclusive Official Supplier to the Games.

After Sydney 2000, Athens 2004 and Turin 2006 it is now the turn of Beijing 2008. Therefore for the **fourth consecutive Olympic Games**, Technogym is considered the reference company for the athletic preparation and rehabilitation of the world's sporting elite, comprising **12,000 Olympic athletes** from over **200 countries** who will compete in the 28 sports categories.

Technogym has been chosen ahead of other **US and local Chinese competitors** for the **technology, quality and completeness of its range of products and services**, as well as for the experience accumulated in previous Olympic Games.

"This represents a victory for the whole company, a result which I'd like to share with all of our staff," declares Nerio Alessandri, Chairman and founder of Technogym, adding: "This is a success for our land, Romagna; an area which knows how to express passion and excellence".

The most important statistics include: more than **1000 pieces** of cardiovascular and strength equipment to be installed in the **10 training facilities** including the main facility inside the **Olympic Village**, a wellness centre for the staff of the BOCOG (Beijing Organising Committee of the Games) and the media centre for the **20,000 journalists** expected at the event. Technogym will provide as well the Wellness System and the Cardio Memory software, technical support personnel and coaches qualified in the training of professional athletes.

Furthermore, the **Chinese Olympic Committee (COC) itself has chosen** to entrust the preparation of its national teams to **Technogym** which, in its role Official Supplier to the COC, has already begun equipping all the facilities designated for the athletic preparation of the sizeable Chinese Olympic contingent. In all, there will be around **twenty fitness centres** dedicated to the various federations involved in the Olympic contest that will be equipped by Technogym.

For further information:

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