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## **OUT-FIT Adds Derek Strader as Partner and Co-Owner**

**Simi Valley, CA – (January 17, 2011)** – Out-Fit, the leading fitness equipment dealer on the West Coast, announces the addition of Derek Strader as partner and co-owner of the company. Derek was hired in May, 2010 as the Vice President of Sales and will continue to have responsibility for the sales organization focused on developing and implementing strategic initiatives to increase revenues and market share.

Mr. Strader has brought to Out-Fit a broad background in sales and business development. Prior to joining Out-Fit, he was vice president of sales for PowerPlate North America, Inc. Prior to that he was distributor and retailer for JK North America, Inc. the global leader in tanning bed manufacturing, where he simultaneously owned and operated 8 retail stores in the North West. Before that he held various sales and management positions in the golf car, footwear, and sporting goods industries. Mr. Strader holds a BS degree in Economics from Oregon State University.

"We are thrilled to welcome Derek to the Out-Fit ownership team. Derek provides the ongoing leadership that the company's growth strategy requires. Derek's experience is an especially exciting fit for us because he's a multi-dimensional leader; in addition to his extensive sales background and experience he has experience as an entrepreneur and business owner," says Chris Fisher, President. "The skills and talents that Derek brings to this new position have resulted in a more effective, efficient sales force and customer service that is better than ever."

Derek works out of the Out-Fit Corporate Offices in Simi Valley, California.

### **About Out-Fit:**

Out-Fit is the premier consultation, design, and supply company for fitness facilities throughout the West Coast. Since its founding, Out-Fit has provided excellent customer service for its clients, from the conceptual design phase of a fitness facility, through installation, and beyond. The company serves fitness centers within a variety of diverse markets, including: Universities, Corporations, Apartments, High Schools, Hotels, Country Clubs, Hospitals, Municipalities and more.

For more information, visit [www.out-fit.net](http://www.out-fit.net).

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