

BackJoy Orthotics, LLC
PO Box 11036 Spine Road
Boulder, CO 80301

BackJoy Backgrounder

How it all Began: Our History

BackJoy owes its inception to a son's passion to ease his father's back pain and help him get back to fully enjoying life. In 1984, Preston Willingham embarked on a road trip from Florida to North Carolina with his father, Jim. Both men were looking forward to a week of golf and some quality time together. What neither man expected was that the pain of sitting would force Jim to lie in the back seat long before the trip was over. Jim's pain proved an inspiration to his son and ultimately resulted in more than 800,000 people finding relief from their own back pain.

An entrepreneur, inventor and nationally renowned sculptor, Preston became obsessed with the idea of inventing a product that would ease the pain and discomfort his father suffered. Inspired by that golf outing, Preston integrated his life's passions to invent what turned out to be the first in what is now a quickly expanding line of BackJoy products that is transforming the way people sit, stand and sleep.

In 1985, Preston patented his first "sitting device," and saw what he describes as remarkable improvement in his father. His father's golf buddies were so struck by the results that they all wanted one and soon Preston had sold 5,000 devices. They knew they had something that worked and that could make a difference in people's lives. But they lacked the capital and the expertise to take their product global.

Fast forward 20 years.

In Hollywood, screenwriter and producer Bing Howenstein was looking for an opportunity to take what he'd learned making movies and translate that into building a lasting brand and making a difference in consumers' lives. He had begun making infomercials when a business partner introduced him to Preston Willingham.

Bing immediately saw in Preston's product the potential to answer a very real need: back pain affects 80 percent of Americans and is the No. 2 reason patients visit their doctor. He saw an opportunity to build a brand that could become a trusted ally for consumers looking to take greater responsibility for their health and wellness.

In 2005, Bing founded BackJoy. For the first five years, the company operated with just one employee – its founder. From 2006 to 2010, Bing grew the company 4,000 percent. Then, recognizing that the company was entering a phase of growth he couldn't navigate by himself, Bing recruited several former Crocs executives who brought with them expertise in the areas of manufacturing and distribution on a global scale, sales and marketing, operations, law, tax and finance. From that point, the company grew from one distribution channel in one country to a company operating across multiple distribution channels in 27 countries – in about eight months.



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The addition of the former Crocs executives will prove invaluable to BackJoy's global growth strategy. In the words of BackJoy's founder, "Having the Crocs talent on board opens up opportunities far beyond anything I could bring to the table myself. We have the benefit of learning from their experience and vast knowledge of taking a similar product global and doing it fast."

BackJoy is committed to delivering on its promise to deliver more from life – one healthy back at a time. Simply put, the team at BackJoy believes there is a better, healthier way to sit, stand and sleep. The Company's goal is to bring positive, life-changing results in these areas so consumers can get back to the joy of living.

BackJoy Products

The company's flagship product is now helping more than 800,000 people minimize their back pain and get more out of life. The company's product line, designed to transform the way the world sits, stands and sleeps, includes two devices in the sit category and one in the stand category. Its first product in the sleep category will launch in 2012. The company sells its products via direct response, online and retail outlets.

BackJoy in a Nutshell

Headquartered in Boulder, Colo., BackJoy's mission is to change the way the world sits, stands and sleeps. Leveraging what experts (and moms) across the globe have known for years – that better posture prevents back pain – the company creates and distributes innovative solutions that enhance posture to relieve and prevent back pain in ways that produce positive, life-changing results so consumers can get back to the joy of living. Founded in 2005, BackJoy was recognized as No. 51 on the *Inc.* 500 "Fastest-Growing Company" list in 2010 and was selected by the *Los Angeles Business Journal* as the No. 1 "Fastest-Growing Private Company for 2010." For more information on BackJoy, visit www.backjoy.com.

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BackJoy Fact Sheet

About BackJoy

BackJoy's mission is to change the way the world sits, stands and sleeps. Leveraging what experts (and moms) across the globe have known for years – that better posture prevents back pain and promotes general health and wellbeing – the company creates and distributes innovative product solutions that improve consumers' posture so they can achieve more from life. Founded in 2005, BackJoy was recognized as No. 51 on the Inc. 500 "Fastest-Growing Company" list in 2010 and was selected by the Los Angeles Business Journal as the No. 1 "Fastest-Growing Private Company for 2010." Today, BackJoy is waging a revolution one healthy back at a time – change your posture, change your life.

History

BackJoy owes its inception to a son's passion to ease his father's back pain and help him get back to fully enjoying life. In 1984, Preston Willingham embarked on a road trip with his father, Jim. What neither man expected was that the pain of sitting would force Jim to lie in the back seat long before the trip was over. Jim's pain proved an inspiration to his son and ultimately resulted in the development of a product, which would help nearly 1 million people find relief from their own back pain.

Fast forward 20 years, and Hollywood screenwriter and producer Bing Howenstein was looking for an opportunity to translate his experience in movies into building a lasting brand to make a difference in consumers' lives. Upon introduction to Willingham, Howenstein saw the potential in his product and founded BackJoy in 2005, growing the company 4,000 percent. Recognizing that the brand was entering a phase of growth he couldn't navigate by himself, Howenstein recruited several former Crocs executives who brought with them expertise in the areas of manufacturing and distribution on a global scale, sales and marketing, operations, law, tax and finance. Over the next eight months, the company grew from one product in one distribution channel in one country to a product portfolio being sold across multiple distribution channels in 33 countries.

Products

BackJoy makes a selection of innovative product solutions that improve consumers' posture, including:

- BackJoy Posture+ – a preventative everyday seat enhancement that helps consumers sit more comfortably and correctly, improving posture, strengthening core muscles and avoiding life-limiting back problems. BackJoy Posture+ contains patented Applied Postural Science (APS™) Technology that automatically tilts, cups and

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floats the pelvis upright so you can find your most balanced and comfortable posture. The product facilitates Dynamic Sitting™, automatically adapting to movements, to provide constant strain-free comfort and optimal posture. BackJoy Posture+ is constructed with Advanced Core Material™. This long-lasting, durable material allows the device to not only retain its shape after long-term use, but allows Posture+ to work on any surface, soft or hard.

Additional BackJoy products include:

- Posture+ Sportsman
- Posture+ Team Sports
- Posture+ Mini
- Relief
- Relief+
- Comfort Soles
- Posture Sleep Pillow
- Kneeler
- Stress Roller
- Ivar Revel G2 Backpack

Availability

BackJoy products are available online at www.backjoy.com or at select retailers.

Online

www.backjoy.com
www.facebook.com/backjoy
www.twitter.com/backjoy

Headquarters

6685 Gunpark Drive, Suite 200 Boulder CO 80301

Key Executives

Bing Howenstein, Founder and CEO
Preston Willingham, Chief Technology Officer
Ron Snyder, Chairman
Mark Cole, Chief Financial Officer
Tre Vertuca, Vice President of Operations & IT
Michael Margolis, Global Sales & Marketing
Trip Stern, VP Sales & Marketing, North America

Media Contact

Aimee Nicholls
Formula PR
212-219-0321
nicholls@formulapr.com

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Back Pain: Who is it Hurting and What does it Cost?

Eighty percent of Americans will suffer from back pain at some point in their lives. Ask those people the cause of their pain, and you'll hear a number of different answers, but experts increasingly are linking back pain to a sedentary lifestyle brought about by the proliferation of technology and the accompanying poor posture resulting from endless hours of sitting.

Today's digital world means we often spend hours in front of a computer or mobile device, working, playing and just living life. Thanks to the Internet, we can work from home, shop from home, pay our bills from home, and keep in touch with our friends and family from home – without ever getting up out of our chair. This increasingly sedentary lifestyle, and the fact that it's starting at a much younger age than it has in the past, is expected to continue to drive back pain numbers upward – in the U.S. and across the globe.

If you don't happen to be among the 80 percent of all Americans who will suffer from back pain at some point, why is this relevant and why should you care? Check out these statistics:

Prevalence of Back Pain

- Eight in 10 Americans will battle back pain at some point in their lives.
- At any given time, 30 million Americans struggle with back pain.
- Back pain represents a chronic condition for more than 80 million people in the U.S.

Economic Cost of Back Pain

- In the U.S. alone, those suffering from back pain account for more than \$100 billion a year in medical bills, disability claims and lost productivity in the workplace, according to *The Journal of Bone and Joint Surgery 2006*. This is a staggering number given the focus on healthcare costs today.
- Back pain is the No. 2 reason Americans visit their doctor, second only to the common cold and other upper respiratory infections. – *National Health and Nutrition Examination Survey III*
- Lower back pain is the second leading reason for missed workdays among employees under 45 (the common cold is cited as the most frequent reason). – *American Academy of Orthopedic Surgeons*
- Back pain was the leading cause of disability among Americans under the age of 45 in 2006. – *U.S. Health and Back Pain Trends Report*
- The leading causes of recurrent or persistent pain affecting Americans are headaches, back pain and neck pain.
- Back pain is the most frequently identified cause of limitations in ability to work or walk. Between 1999 and 2004, an average of 62 percent of persons reporting work or walking limitations reported low back pain as a cause. – *United States Bone and Joint Decade*
- In 2004, 25.9 million persons lost an average of 7.2 days of work due to back pain, a total of 186.7 million work days lost that year. – *United States Bone and Joint Decade*

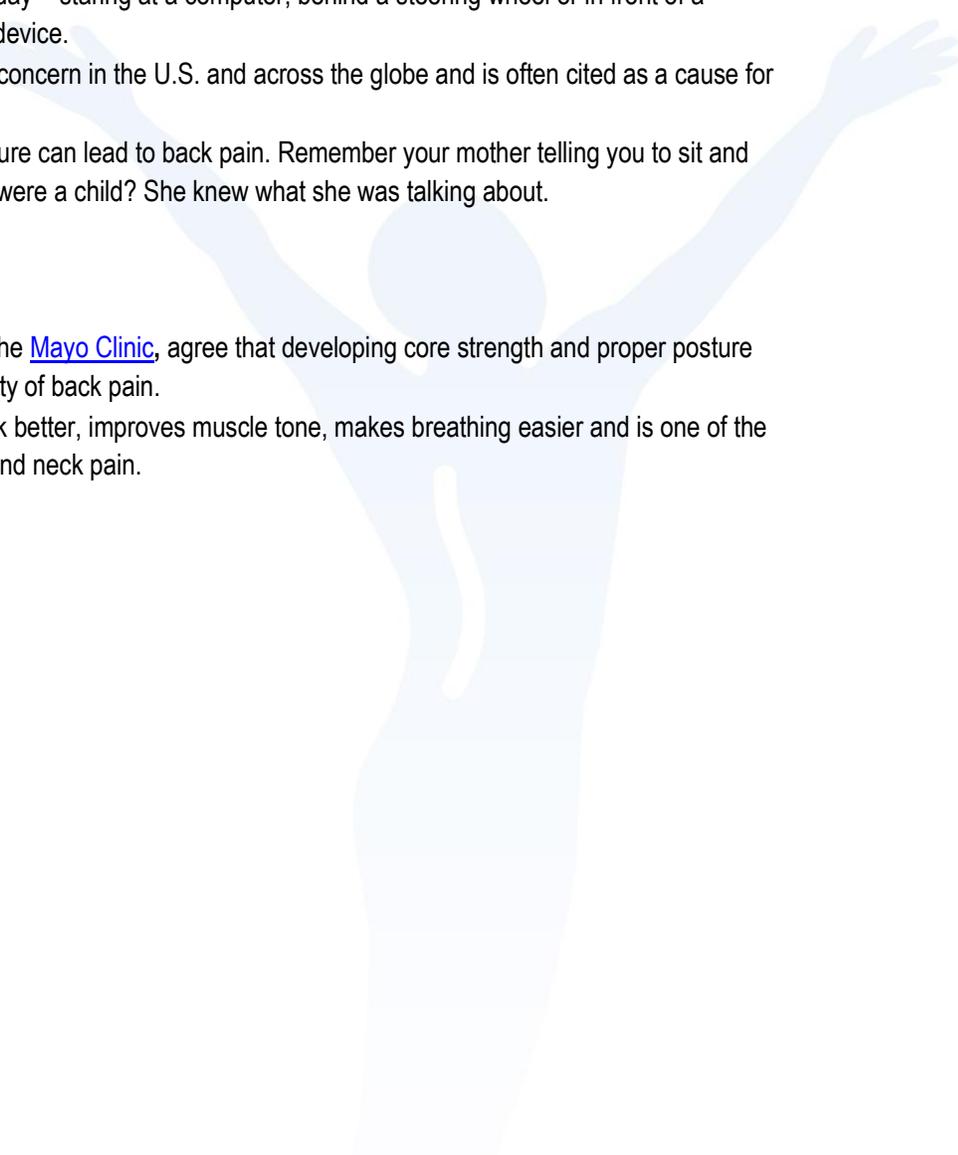
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Causes of Back Pain

- The human body wasn't designed to sit for long periods of time, yet studies indicate that Americans sit an average of nine hours a day – staring at a computer, behind a steering wheel or in front of a television screen or mobile device.
- Obesity is a growing health concern in the U.S. and across the globe and is often cited as a cause for back pain.
- Experts agree that bad posture can lead to back pain. Remember your mother telling you to sit and stand up straight when you were a child? She knew what she was talking about.

Preventing Back Pain

- Experts, including those at the [Mayo Clinic](http://www.mayoclinic.org), agree that developing core strength and proper posture often can prevent the majority of back pain.
- Good posture helps you look better, improves muscle tone, makes breathing easier and is one of the best ways to prevent back and neck pain.



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Bing Howenstein **Founder and Chief Executive Officer (CEO)**

Bing Howenstein is founder and chief executive officer (CEO) of BackJoy, a company that creates and distributes innovative solutions to relieve and prevent back pain in ways that produce positive, life-changing results so consumers can get back to the joy of living. BackJoy was recognized as No. 51 on the *Inc.* 500 "Fastest-Growing Company" list in 2010.

Howenstein founded BackJoy in 2005, and until 2010 was the sole employee. He managed all aspects of marketing and operations himself, establishing and relying on a capable network of suppliers and strategic partners. By 2006, he had grown the company by 4,000 percent. As the company's founder, Howenstein believes there is a better, healthier way to sit, stand and sleep and is committed to delivering positive, life-changing results in these areas.

Prior to founding BackJoy, Howenstein was co-founder and president of Warner Bros.-based film production company George Street Pictures, where he produced movies starring actors such as Chris O'Donnell, Renee Zellweger, Robert Urich and Luke Perry. At the same time, he wrote for the most watched television show in the world, *The Bold & the Beautiful*.

A noted screenwriter and producer, Howenstein began his career in Hollywood with the Samuel Goldwyn Company in their syndicated television department, working on such programs as *American Gladiators* and *Flipper*. He also wrote and produced the critically acclaimed short film, *The Bicyclist*, which garnered several important awards, including the prestigious Cine Golden Eagle Award, a government-sponsored honor bestowed in Washington, D.C., recognizing achievement in American filmmaking. On the heels of that achievement he worked on more than 45 movies, including the Julia Roberts film, *I Love Trouble*.

Howenstein began his career in the advertising industry, with stints at both J. Walter Thompson and Detroit-based Campbell-Ewald. His goal of making movies inspired him to become a production assistant producing car commercials for Ford, Dodge, Chrysler and General Motors.

Howenstein is an advisor to Borderline Capital and Akoo International, Inc. He has a Liberal Arts degree from Lehigh University in Bethlehem, Pennsylvania, and he and his family live in Boulder, Colorado.

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Preston Willingham Chief Technology Officer

Preston Willingham is an entrepreneur, inventor and nationally renowned sculptor. He also is the chief technology officer of BackJoy, a company that creates and distributes innovative solutions to relieve and prevent back pain in ways that produce positive, life-changing results so consumers can get back to the joy of living. BackJoy was recognized as No. 51 on the *Inc.* 500 "Fastest-Growing Company" list in 2010.

A momentous golf outing and road trip with his father in 1984 inspired Willingham to intersect his work in industrial design and sculpting to create a device to bring relief to his father's aching back. Not only did the device deliver greater quality of life to his father (along with a better golf game), but today that product is patented and bringing similar relief to more than 800,000 Americans who suffer back pain. That product, and others invented by Willingham, are manufactured and sold under the BackJoy brand name – all designed to transform the way the world sits, stands and sleeps.

As a product designer, Willingham has been involved in developing more than 35 patents for products. He has extensive experience in consumer product design, sourcing and manufacturing, having worked with such companies as Mattel, Diadora, Tommy Bahama and the Franklin Mint.

In his role as a sculptor, Willingham has nine commissions of public sculpture on permanent display, two war memorials in public parks and 12 private commissions. One of his sculptures has been named a historic monument in Florida and two others reside in the libraries of former Presidents Ronald Reagan and Bill Clinton.

Willingham credits his success as a sculptor to his grandfather, who was a prominent surgeon. While pursuing a medical career to follow in his grandfather's footsteps, he discovered the art of sculpting and was able to utilize his understanding of anatomy to gain a better understanding of physiological expression. That led him down a path that ultimately gained him notoriety as a sculptor.

Willingham attended Rollins College in Winter Park, Florida. He and his family live in Park City, Utah.



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Ron Snyder Chairman

Ron Snyder has served as chairman of BackJoy since 2010. BackJoy is a company that creates and distributes innovative solutions to relieve and prevent back pain in ways that produce positive, life-changing results so consumers can get back to the joy of living. BackJoy was recognized as No. 51 on the *Inc.* 500 "Fastest-Growing Company" list in 2010.

Snyder brings a wealth of experience in consumer products, manufacturing and corporate leadership to his role as BackJoy's chairman. He was lured out of retirement in 2004 to serve as president of Crocs, Inc. after serving in an advisory role for nearly a year. A year later, he was named chief executive officer. While leading the company, Snyder grew revenues from \$13.5 million to more than \$800 million in just three years and orchestrated the largest footwear industry IPO in history.

Before joining Crocs, Snyder held a number of senior positions with Flextronics, Inc., including president of the Flextronics Design division. Flextronics is a NASDAQ-listed electronics equipment manufacturer. He joined Flextronics when it acquired The Dii Group, Inc., of which he was a founder and executive officer.

At The Dii Group, Snyder led various departments, including manufacturing operations, mergers and acquisitions, and sales and marketing. Prior to that, he was president of Dovatron Manufacturing Colorado, a division of Dovatron International Inc.

Snyder earned a dual Bachelor of Science degree in finance and accounting from the University of Colorado. He lives in Boulder, Colorado, with his family.

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Michael Margolis **Sales and Marketing**

Michael Margolis leads global sales and marketing for BackJoy, a company that creates and distributes innovative solutions to relieve and prevent back pain in ways that produce positive, life-changing results so consumers can get back to the joy of living. BackJoy was recognized as No. 51 on the *Inc.* 500 “Fastest-Growing Company” list in 2010.

Margolis brings an unparalleled level of experience in consumer goods, merchandising, marketing and retail expansion to BackJoy. He was the senior executive for global sales and marketing at Crocs, Inc. and led the company in this role beginning in 2003. During his tenure, Margolis established and built Crocs’ global retail and wholesale presence, helping to grow sales to more than \$850 million.

From May 1995 to December 2004, Margolis was a founder and served as vice president of Source Solutions, Inc., an apparel and merchandising company. He also successfully founded and ran a number of sporting goods and apparel companies prior to Source Solutions, and has extensive experience establishing and maintaining sales relationships with large retail chains.

Margolis has mentored companies since retiring from Crocs in 2010, and sits on several boards. Mike’s charitable activities include Colorado Uplift, along with his wife Crystine, donates wheelchairs and ramps to help people with disabilities gain access to the oceans around the world. He and his wife live in Boulder, Colorado.

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Trip Stern VP Sales and Marketing

Trip Stern, leads North & South American sales and marketing for BackJoy™, a company that creates and distributes innovative solutions to relieve and prevent back pain in ways that produce positive, life-changing results so consumers can get back to the joy of living. BackJoy™ was recognized as the No. 51 on the Inc. 500 "Fastest Growing Company" list in 2010.

Stern brings over 20 years of experience in consumer products – he has successfully led teams in merchandising, product development and sales. Most recently, he was SVP/GMM Merchandising for Sports Authority leading a team of 30+ merchants and planners in the Outdoor, Accessories and Action Sports areas for \$3 billion national retailer.

Stern led the sales and marketing for Yurbuds/Ironman headphone company where he was a central figure in establishing the foundation for their retail sales and marketing strategy producing 450% growth between 2010-11. From 2008 – 2009, Stern, VP of Marketing and Product Development for Lang Holdings, Inc., led the restructuring of the marketing and sales positioning, operations, communications, sourcing and product development processes. From 2005 – 2008, Stern, VP of Merchandising and Product Development for ProSource Wholesale Floor Covering, led the brand positioning, marketing and product development. For over 13 years, Stern held several merchandising, buying and product development positions with May Department Stores, including Divisional Merchandise Manager and Director / Assistant to the President of MMC/May Department Stores.

Trip has a BA in International Relations from Boston University. He resides in Denver, Colorado with his wife, Susan, and two daughters, Alexandra and Samantha.



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Mark Cole
Chief Financial Officer (CFO)

Mark Cole is the Chief Financial Officer (CFO) for BackJoy®, a company that creates and distributes innovative solutions to relieve and prevent back pain in ways that produce positive, life-changing results so consumers can get back to the joy of living. BackJoy was recognized as No. 51 on the *Inc.* 500 “Fastest-Growing Company” list in 2010.

Cole joined BackJoy® in 2006, bringing more than 15 years of experience in providing companies with strategic financial direction. Prior to his current role, he served as CFO, Corporate Controller and audit professional working within many well-known consumer brands and Big 4 accounting firms. Cole joins the BackJoy team from Kidrobot, a high-end fashion apparel and urban collectibles company, where he served as its Chief Financial Officer since early 2010.

In 2006, Cole joined Crocs, Inc. a designer and manufacturer of footwear, as Corporate Controller where he was responsible for the financial reporting of the largest footwear industry IPO in history and continued to guide the company in its growth to over \$800 million in revenue. Prior to Crocs, Cole spent eight years as an audit professional with Big 4 public accounting firms and later served as Managing Director for the CPA firm of Cole and Company.

Since 2005, Mr. Cole has served as a Director for Westbridge Agricultural, Inc. He received his Bachelors Degree in Business Administration (Accounting) from San Diego State University in 1990 and currently resides in Boulder, CO.

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Tre Vertuca
Vice President of Operations & Information Technology

Tre Vertuca is the Vice President of Operations and Information Technology for BackJoy, a company that creates and distributes innovative solutions to relieve and prevent back pain in ways that produce positive, life-changing results so consumers can get back to the joy of living. BackJoy was recognized as No. 51 on the *Inc.* 500 “Fastest-Growing Company” list in 2010. As Vice President of Operations and Information Technology, Vertuca has established the company’s Supply Chain and Systems infrastructure and strategy enabling the company to grow from a single channel and market business to a true multi-channel enterprise delivering goods in more than 25 global markets.

Prior to joining BackJoy, Vertuca served for five years as Director of Information Technology at Crocs where he lead the design, implementation, and operation of an infrastructure and systems strategy that supported the company’s growth from \$13MM in 2004 to \$850MM in 2007.

Before his time at Crocs, Vertuca served in several senior management roles in Information Technology at Flextronics International, a leading Contract Electronics Manufacturer, where he lead numerous global business system and infrastructure projects and teams. He was also a core member of the Flextronics Product Development Process team which established global standards by which all products were brought from concept to production.

Mr. Vertuca graduated from Vanderbilt University in Nashville, Tennessee with a Bachelor of Science degree in Mathematics as well as Minors in Computer Science and Business. He lives with his family in Boulder, CO.

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