



FOR IMMEDIATE RELEASE

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PIVOTAL 5 JOINS FORCES WITH LIFELINE USA TO EXPAND DISTRIBUTION OF THE BRANDS ELITE TRAINING PRODUCTS

Lifeline and Pivotal 5 To Team Up To Offer Consumers Across World Premium Fitness Products

August 29, 2013 – Chicago, IL – Pivotal 5, an industry leader and trendsetter in wellness and handheld fitness products, today announces the acquisition of Lifeline USA. Lifeline has been a leading supplier of professional-grade functional fitness training equipment for the last 40 years. Teaming up with Pivotal 5, Lifeline will have the support of Pivotal 5's marketing, commercialization and sales teams to continue to expand the brand's presence worldwide.

Lifeline strengthens Pivotal 5's brand platform by providing a well-respected elite training brand with a history of product innovation. Lifeline brings to Pivotal 5 over 20 patents, industry leading product development and a motivated team excited to build on the history of success. Pivotal 5 plans to expand Lifeline's line of elite training and performance fitness training products while aggressively promoting the brand into new markets.

"Pivotal 5 has been a partner of Lifelines for over 10 years; there is nobody I trust more to carry on our tradition of building the best products in the world," said Lifeline's Founder Bobby Hinds. "Their success building other brands and their distribution network allows our team to focus on what we do best, innovative product development. I am excited for the future together."

"Lifeline has revolutionized the fitness industry time and time again," said Pivotal 5's President/CEO Adam Schumacher. "We are excited to join forces with Bobby Hinds, Jon Hinds and the rest of the Lifeline team, to expand our innovative elite functional training equipment, build out our marketing platform and aggressively expand into new markets."

The Peakstone Group acted as exclusive financial advisor to Pivotal 5 in connection with this transaction. For more information on Lifeline and Pivotal 5, visit LifelineUSA.com and Pivotal5.com.

About LifelineUSA

LifelineUSA was founded in 1973 by fitness legend, Bobby "Sugar" Hinds. He pioneered the functional fitness industry with the development of the first beaded jump rope and other legendary products like the Lifeline® Portable Gym. For the last 40 years, the company has developed professional-grade products used for bodyweight, progressive variable resistance, and core training. The company offers a variety of fitness tools, including resistance cables, jump ropes, core trainers, suspension trainers and more. For additional information about LifelineUSA and its complete product offering, go to LifelineUSA.com.

About Pivotal 5

Pivotal 5 is the industry leader and trendsetter in wellness and handheld fitness products and was founded in 2002 by Adam Schumacher. The company has a dynamic portfolio of products in yoga, prevention & rehabilitation, general fitness, athletic training and specialty fitness categories. It's brands include Natural Fitness, Rejuvenation | Prevent + Perform + Recover, KettleWorX, PER4M and Lifeline USA. In addition, Pivotal 5 has developed product lines under licensed brands including Body By Jake, Iron Gym and Kathy Smith Healthy Living. Pivotal 5 has built a talented, competitive infrastructure focusing on innovative brand/product development, direct to consumer product supply and retail distribution through retail, infomercials and fitness facilities worldwide. More information is available at www.Pivotal5.com.

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NEWS RELEASE **For Immediate Release**

**RLJ CREDIT OPPORTUNITY FUND INVESTS CAPITAL IN PIVOTAL 5, LLC,
A WELLNESS AND FITNESS PRODUCTS COMPANY**
*Investment Supports Pivotal 5's Acquisition Strategy and Expansion within the Growing
Active Consumer Market*

BETHESDA, MD//SEPTEMBER 4, 2013// Robert L. Johnson, Founder and Chairman of The RLJ Companies and Chairman of RLJ Credit Opportunity Fund, an RLJ portfolio company, today announced an investment in Pivotal 5, LLC, a wellness and handheld fitness products company with a dynamic portfolio of products in yoga, prevention and rehabilitation, general fitness, athletic training and specialty fitness categories.

“With its exceptional management and growth opportunity, Pivotal 5 is an ideal investment for RLJ Credit Opportunity Fund,” said Trevor D. Gregg, Managing Partner. “Pivotal 5 is known for its solid wellness and fitness platform and is supported by a diversified catalogue of products and complimentary brands that customers have come to know and trust via its presence in wholesale, retail, direct to consumer and fitness facility sales channels.”

“Fitness industry trends continue to evolve and today include a variety of products that promote healthier lifestyles and support the wellness needs of all consumers,” said Adam Schumacher, President & CEO of Pivotal 5, Inc. “We are excited about today’s announcement and are confident that having the support of the RLJ brand will allow Pivotal 5 to continue to build on our successful industry reputation as we expand our reach to new consumer markets,” he concluded.

Founded in 2002 and headquartered in Chicago, Illinois, Pivotal 5 owns and licenses brands of wellness and handheld fitness products that are sold through wholesale, fitness and retail channels. Recognized worldwide, Pivotal 5 products include a range of yoga accessories, elite training products, rehab items, athletic training products, and kettlebells. The company also produces kettlebell programming for its KettleWorX brand, which is sold direct-to-consumer, through retail channels, and under a licensed content model to fitness facilities. Their brands include Natural Fitness, Rejuvenation | Prevent + Perform + Recover, KettleWorX, PER4M and Lifeline USA. In addition, Pivotal 5 has developed product lines under licensed brands including Body By Jake, Iron Gym and Kathy Smith Healthy Living.

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About RLJ Credit Opportunity Fund

RLJ Credit Opportunity Fund makes senior debt and subordinated debt investments in lower middle market companies. RLJ Credit provides flexible capital solutions to facilitate buyouts, recapitalizations, refinancings, and growth financings. The Principals of RLJ Credit have extensive experience partnering with middle market companies, across a broad range of industries, to support growth and create value. We successfully partner with private equity firms, investment banks, and operating executives to deliver our full range of financial and strategic resources. For more information visit: www.rljcredit.com.

About Pivotal 5, LLC.

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About The RLJ Companies

The RLJ Companies, founded by Robert L. Johnson, is an innovative business network that provides strategic investments in a diverse portfolio of companies. Within The RLJ Companies portfolio, Johnson owns or holds interests in businesses operating in a publicly traded hotel real estate investment trust; private equity; financial services; asset management; insurance services; automobile dealerships; sports and entertainment; and video lottery terminal (VLT) gaming. The RLJ Companies is headquartered in Bethesda, MD, with affiliate operations in Charlotte, NC; Little Rock, AR; Los Angeles, CA; San Juan, PR; and Monrovia, Liberia. Prior to founding The RLJ Companies, Johnson was founder and chairman of Black Entertainment Television (BET). For more information visit: www.rljcompanies.com.

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