

CEO's Corner

Mission Statement: To Help Our Visitors Reach Their Health, Fitness And Appearance Goals Through Information, Motivation, And Supplementation.

The Bodybuilding.com Web Site Strategy

At first glance, the Bodybuilding.com web site may seem pretty overwhelming. There is a lot there! In fact, if you counted every article, every product page, every forum thread, every BodySpace profile and everything else, you would see that we have nearly a million individual web pages, just waiting for you to click. Where do you even start? Do we really need all of this?

We did not simply add features simply because we could. Each section was created for a specific purpose.

How People Reach Their Fitness Goals

It's important to understand what makes a person successful when trying to gain muscle, lose fat, or just get into better shape. With all of the different diets and programs available, it can seem like getting in shape requires a Master's degree in physiology just to know where to start!

The major problem is that marketers and media outlets make a lot of money trying to push the latest and greatest diet or workout fad. Every day we hear about some new ab machine or low-carb/high-carb/medium-carb diet plan. Many times, the programs completely contradict each other! Is it really that difficult to get into shape?

The truth is that getting into shape is VERY simple. The big secret that everybody is looking for is something that everybody already knows, but nobody really wants to believe it. The truth is that getting in shape simply requires a person to follow a sensible diet, workout, and supplement plan over the long-term. That's it! If you workout consistently and eat right, you'll "magically" get results and look better than 95% of the population.

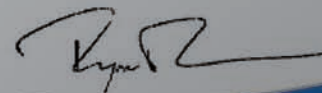
I believe that the keys to bodybuilding and fitness success are:

1. Information – You need to know what to eat, what workouts to follow, what supplements to take, and more so you don't waste your time and effort with misinformation. Information can come from experts (doctors, trainers, or pros) or social networks (friends, people that have had success, online community members, or people with your same goal).
2. Motivation – You need to be able to get motivated enough to start your program and then stick to it for the rest of your life. Fitness is not a "12 week plan". It is a lifestyle. Motivation is the most important part of any program. It's 90% mental and 10% physical. Your body doesn't decide to get off the couch and do your cardio, your brain does.
3. Supplementation – Supplements are an important part simply because they can help you get faster results from your diet and workout program. They are not "magic beans," but they can help you reach your goals more quickly, which will help keep you motivated. The right supplements will not only help you gain muscle and lose fat, but they will help you feel better, stay healthy, live longer, and prevent disease.

If you know what to do, take the right supplements, and stay motivated, there is no doubt that you will have the body that you want and all of the health benefits that go along with it. Our entire site is designed to help our visitors with these three keys to success.

We provide the information that you need from experts in our SuperSite articles and videos, and from your peers in the forum and on BodySpace. We give people motivation by showing them real success stories, letting people learn about the pros and top athletes, and by helping people create social connections that give them support and help them stay excited about their goals. Obviously, we provide the right supplements at the right price in our online store, and we make it easy for people to find the products that will work for them, delivered right to their door in record time.

Thousands and thousands of testimonials have been sent to us over the years from people all over the world who have been helped by Bodybuilding.com to finally reach their goals! Just wait until they see what's coming next!




Company Notes

THE HOLIDAY SEASON IS APPROACHING!

On Friday, November 16th in Idaho, we're going to have a Thanksgiving Feast in the employee lounge. Please sign up on the sheet on the bulletin board in the break room and let us know what you're bringing!

We will also have a jar available (also in the break room) for notes of thankfulness. Please write down something you're thankful for (a co-worker's attitude, Muscle Milk, 5-lb weights...etc) and stick it in the jar. *These are meant to be kept anonymous* One note will be randomly drawn daily to share with everyone. If you have any questions, please email Sarah Jones (sarah.jones@bodybuilding.com).

The Thanksgiving plans are still in the works in Florida. If you have any questions or suggestions, please contact Katie Clemmons (katie.clemmons@bodybuilding.com).

Happy Birthday!

Tommy Zarate	11/1
Toni Webb	11/2
Jackson Ball	11/3
Josh Brunner	11/4
Thomas Carlos	11/5
Antonio Brown	11/13
Jolie Rosenfield	11/13
Carlos Pedraza	11/14
Tom Taylor	11/15
Richard Barnett	11/17
Matt Cortez	11/20
Crystal Matthews	11/22
Matthew Biss	11/22
Nick Russell	11/24
Thomas Bradley	11/30
Jim Williams	11/30

November MVP

Dannielle Gonnoud-
Web Store Editor



Dannielle has been with the Company since February 2006. She enjoys working out, and especially loves spending time with her beautiful little girl.

She transferred from Customer Service to the Web Store department in September 2007. In the two months since she started in the Web Store department, she has played a key role in helping to boost the number of product ingredient labels that are being added to our ingredient database. Since the offices separated from the warehouse, she's volunteered to be the person to run back-and-forth from the offices to the warehouse to pick up products the web store team needs to perform their duties. Besides her dedication to help move this Company forward, she is always cheerful and fun to work with.

Nominated Department MVP's

Jim Britain Web Supersite
Darlene Otero ID Warehouse
Cami Harland Customer Service
Paul Tarantino Marketing/IT
Natalie Nichols Finance
Wayne Earl Web Development

Department MVP's are awarded with a \$5 lunch gift certificate for an area restaurant.

Department Spotlight: SuperSite Content Team

Department Mission:

The Web Content department at Bodybuilding.com delivers the content that our users utilize in order to achieve their personal goals. Our mission is to provide the highest quality content and latest bodybuilding news to the Bodybuilding.com community on a day-to-day basis.

Number of Employees: Currently at 9
Department Employee Spotlight: Jim Britain

Web Content Manager:
Will Wiedenmann



Jim has helped the Web Content Department create, develop and deliver over 150 contests to our Bodybuilding.com community in the last year. He is continuing to take our contest coverage to the next level on a day-to-day basis. Jim has been a key asset to growing our now HUGE contest database and is a crucial part to the Web Content department's future goals and success. Another key project that Jim continues to develop is his online video show, called LiftRite. This video show has grown to be one of the most popular video shows on Bodybuilding.com.

To learn more about it, check out:
<http://www.bodybuilding.com/fun/liftrite0.htm>

When he is not adding the latest and greatest contest coverage, you will find Jim riding his 4-Wheeler all over Idaho. Snowboarding season is coming up, so finally you will get some competition from others here at Bodybuilding.com. Bring it!

Department Facts/Stats:

- Over 10,000 articles on the SuperSite
- 487 Writers from all over the world
- 786,877 Forum Members
- 18,908,447 Forum Posts
- 112, 116 BodySpace Members

Other Bragging Rights:

In less than a year, we have increased the pages per user from an average of 12 to an average of 25 pages per user, per visit to Bodybuilding.com.

We recently did a first-time-ever webcast of the Mr. Olympia contest. During the 2 days of live broadcasts, we received over 50,000 LIVE viewers. This is *five times* more viewers than any previous webcast we have produced!

During the Olympia Weekend, the Main Olympia home page received more than 300,000 visitors.

The 2007 Supplement Awards received over 275,000 votes (over last year's 132,000).

In the next two-and-a-half months, expect to see the following new sections rolled out:

- **Gym Of The Month**
- **Celebrity Interviews**
- **BodyWiki**
- **Virtual Workout Partner**
- **videos.bodybuilding.com - Video Portal**

BODYBUILDING.COM



Bodybuilding.com Sightings

The Bodybuilding.com Supplement Award is the industry standard for recognition of the best products and brands in the fitness and supplement industry. They not only help customers find the best products in their class, but also give the winning companies a way to set themselves apart from their rivals by displaying the award seal in their ads or on their sites.

We also uses these awards to promote products on our own site and in our own magazine ads to further help customers make a smart choice when buying supplements.



Save Your Yogurt Lids!

Join in the fight for breast cancer by saving your Yoplait® lids. For every lid mailed in, Yoplait® will donate 10 cents for every PINK lid that is sent in to the address below:

Save Lids To Save Lives
P.O. Box 420704
El Paso Tx 88542-0704



You can find these pink lids on Yoplait® Original, Light, Thick and Creamy, Light Thick and Creamy, Whips!, and Yoplait Smoothies.

Remember to wash them before mailing.

Kind Words
from our
customers



Employment Anniversaries

Thank you for your continued hard work and loyalty to Bodybuilding.com!!!

Gary Davis	Chief Financial Officer	3 Years
Ken Earl	Developer	1 Year
Ezekiel Messenger	Developer	1 Year
David Orton	Customer Service and Sales Rep	1 Year
Debra Olive	Office Manager	3 Years
Carlos Thomas	Product Order Specialist	2 Years
Leron Brooks	Product Order Specialist	1 Year

Changing Faces

A warm welcome to our Newest Employees!!

Kris Gethin	Editor In Chief
Justin Podzimek	Web Content Manager
Jeff Gunn	Customer Service Representative
Matthew Biss	Customer Service Representative
David Tucker	Customer Service Representative
Ashley Johnson	Product Order Specialist—ID Warehouse
Mac Guy	Product Order Specialist—ID Warehouse
Linda White	Product Order Specialist—FL Warehouse
Lenore Williams	Product Order Specialist—FL Warehouse
Lisa Newhouse	Web Store Editor (she's back!!)

\$\$ Bonus Watch \$\$

The new quarter has just begun! Be sure to set new goals to meet by the end of the quarter.

Check out this awesome email from Debra Olive in regard to the new book program!

I would like to thank you for giving me the opportunity to be in the reading award program. I have to admit at first I wanted to earn the extra cash. However, after completing my second book I realize the knowledge and direction I am gaining is priceless. I have made a commitment to myself to read something everyday. I know this will enhance my personal life and make me a better employee. I have always considered myself to be a good "helper", but I know it is within me to be a leader. I hope that I can be an inspiration to other employees in a positive and constructive way.

Book Program Beneficiaries:

Wayne Earl	"The Definitive Drucker" by Elizabeth Haas Edersheim
Debra Olive	"Eat that Frog, 21 Ways To Stop Procrastinating & Get More Done In Less Time" by Brian Tracy
Alicia Lease	"151 Ways Quick & Easy Ways To Get New Customers"
Tommy Zarate	"Who Moved My Cheese" "Super Service!"
Jason Macfarlane	"Built To Serve"
Josh Brunner	"One Minute Manager"
Matt Biss	"Blink"
Jennifer Cruz	"Serious Strength Training" "The Tipping Point"
Tom Taylor	"Customer Satisfaction is Worthless"
	"Made To Stick"

I'd like to let you know how much my soldiers and I appreciate your website. Often the mail system out here in Iraq fails us miserably. It seems, however, that I can always count on my 'bodybuilding.com' packages to arrive within a reasonable amount of time. There's not much going on out here, (given we're in the middle of the desert,) but luckily our leadership has equipped us with a very decent workout facility. Knowing that we can properly supplement as well as workout greatly adds to the morale around here. My Commander actually first recommended your website to me, and I have gotten several of my soldiers ordering from it as well. We greatly appreciate the service that you guys continue to provide. Keep it up!

*-CPL ANDREW MARETT
FOB HAMMER, IRAQ
"NOT FANCY, JUST TOUGH"*