Special Message From SFIA Research

For the past 107 years, the Sporting Goods Manufacturers Association (SGMA) has been the leading source of research-based knowledge for the sports and fitness industry. As you will note by the new logo above, the Sporting Goods Manufacturers Association has recently transitioned to a new name for our organization: **Sports & Fitness Industry Association**, with the acronym **SFIA**. The foundation of our trade association and the core constituents who benefit from an affiliation with our organization remains the same. However, we believe the new name represents a much clearer reflection of our current and future membership. This is not a shift in philosophy for our organization. It is simply a more accurate and transparent indication of the broader industry segments that we serve.

This cover page serves to make you aware of our new name and simultaneously explains why you will see references to SGMA throughout research reports that pre-date our transition from SGMA to SFIA.

For more information related to the rebranding process, please visit the SFIA website at [www.sfia.org/about/sfiafaqs](http://www.sfia.org/about/sfiafaqs) to review our FAQ’s. You may also contact SFIA Headquarters at 301.495.6321.
MESSAGE FROM TOM COVE

Welcome to the inaugural edition of “The Pulse” from the SGMA.

The heart of this new report is SGMA’s newly created Sports and Fitness Confidence Index. The SFCI, as we are calling it, has been developed to provide a periodic, comparable snapshot of our industry’s overall health from both the consumer and trade perspectives. Each quarter, we will survey over 1,000 American Sports and Fitness consumers on their intentions to participate in sports and fitness activities, as well as their likely expenditures on related equipment and fees. The industry will be surveyed to provide additional inputs on hiring, shipments and overall business climate—all to be integrated into this measurement.

In The Pulse Report, you will find results of the quarterly SFCI survey along with insights and analysis from the SGMA research team. Our goal is to provide our members and partners timely data points and forecasts to highlight trends and assist decision-making. We hope this data can be of further value to you in discussions with media, analysts, investors, board members and others interested in the health of our industry.

If you have questions about this new SGMA report, or if you have an idea to improve it, please feel free to email me attcove@sgma.com or by phone at 301-495-6321.

You can also contact Neil Schwartz atneil.schwartz@sportsmarketingsurveysusa.com.

Thank you.

Thomas J. Cove
President & CEO
Sporting Goods Manufacturers Assoc.
Annually SGMA publishes a series of reports on various aspects of the sporting goods & fitness industries ranging from participation trends to the industry's marketplace. These reports and more can be ordered at www.sgma.com/reports. For more information about our SGMA Research contact Neil Schwartz at 561.350.5502 or neil.schwartz@sportsmarketingsurveysusa.com.

Manufacturer’s Sales by Category Report
If there is a specific market you are trying to analyze, to see where your windows of opportunity are, this report is your solution. It reveals how the industry has performed during the year, and it provides the latest sales figures on over 30 categories of sporting goods and fitness equipment.

Sports & Fitness Confidence Index Report
SGMA Research has introduced a new report called “The Sports and Fitness Confidence Index” (SFCI) as a way to monitor the ongoing health of our industry throughout the entire year. The SFCI will feature quarterly reports that include responses to consumer intentions as well as information from industry insiders.

State of the Industry Report
Our State of the Industry report contains essential up-to-date information about the state of the diverse sporting goods and fitness market. It combines data from the annual Participation Study along with market size data and industry projections in a detailed analysis. The report also includes individual sport participation rates, business & demographic

Tracking the Fitness Movement Report
The Tracking the Fitness Movement Report investigates all aspects of the fitness & exercise category from core participation to sales of equipment and health club membership.

Sports & Fitness Participation Topline Report
This SGMA Participation report covers 117 different sports and activities each year with a mega sample size of over 40,000 Americans, ages 6 and older. The goal of the report is to determine activity levels and establish participation trends in sports, fitness, and recreational activities in America.

U.S. Trends in Team Sports Report
Our U.S. Trends in Team Sports takes an in depth look at the trends in participation and shipment sales specific to team sports. A Grassroots report on sports participation in the U.S. is also featured, to reveal what inspires young athletes to participate in sports and what motivates them to continue playing.
13th Annual SGMA National Health Through Fitness (NHTF) Day - Washington, DC  
Tuesday, March 6, 2012 - Wednesday, March 7, 2012

Join Herschel Walker and other celebrity athletes & coaches, sporting goods & fitness equipment manufacturers, retailers, team dealers, and PE teachers in Washington, DC for SGMA's annual advocacy effort-SGMA's 2012 National Health Through Fitness Day.

For the day, attendees meet with Congress to promote quality physical education and encourage physically active lifestyles.

Increased physical activity is critical in the effort to improve the health of Americans. SGMA and physical advocates will advance 2 policies that encourage physical activity to reverse the sedentary lifestyle trend in America, PHIT & PEP.

To learn more about this event visit www.getinvolved.sgma.com.

2012 Litigation & Risk Management Summit (LRMS) - Las Vegas, NV  
Monday, April 9, 2012 - Tuesday, April 10, 2012

SGMA & our Legal Task Force will be hosting our 5th Annual Litigation & Risk Management Summit in Las Vegas. This annual event is aimed to help navigate through changing legal and regulatory threats.

The event provides attendees with a dynamic opportunity to represent and protect their company’s best interests by meeting with industry legal experts and in-house counsel face to face to discuss the latest legal issues facing the industry.

Furthermore, SGMA's Litigation & Risk Management Summit will precede the Defense Research Institute’s 2012 Product Liability Seminar at the same location. Opportunities to earn CLE Credits will be available at both events. Join members from the Fitness, Team Sports, Recreation, Apparel, Equipment and other industries for this valuable event.

To learn more visit www.sgma.com/lrms.

6th Annual High School & University Equipment Rules Conference - Indianapolis, IN  
Wednesday, April 25, 2012

SGMA, in cooperation with the NCAA and the NFHS, is holding their annual meeting to bring together the Editors of the NFHS Rules Committee for each sport played at the high school level and representatives of the NCAA to discuss team sports rule changes.

This event enables SGMA and our members to advocate for the industry's best interests regarding equipment policy decisions.

Product managers and employees with marketing responsibilities at team equipment and fitness companies should plan on attending. Come partake in this year’s beneficial and informative meeting.

To learn more about this event contact Gregg Hartley at hartleyassociated@me.com or 561.543.7789.
SGMA Research, powered by Sports Marketing Surveys USA, (SMS), is the sole provider of marketing research and analysis for the Sporting Goods Manufacturers Association, (SGMA). This partnership places SMS at the forefront when it comes to marketing research for all things sport, sports participation and current trends in sports.

Sports Marketing Surveys USA has been in business since 1985, providing quantitative and qualitative marketing research and information for many of the leading manufacturers and organizations throughout the industry.

- Quantitative and Qualitative Consumer Research
- Dealer Studies
- Market Trend Analysis
- Sponsorship Evaluation
- Market Size Evaluations
- New Product Feasibility Studies

An SGMA Membership Benefit, Free for Members
Non-Member Price: $495