

ESTTA Tracking number: **ESTTA729712**

Filing date: **02/26/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91213057
Party	Plaintiff Hybrid Athletics, LLC
Correspondence Address	MICHAEL J KOSMA WHITMYER IP GROUP LLC 600 SUMMER STREET STAMFORD, CT 06901 UNITED STATES mkosma@whipgroup.com, litigation@whipgroup.com
Submission	Testimony For Plaintiff
Filer's Name	Michael J. Kosma
Filer's e-mail	mkosma@whipgroup.com, litigation@whipgroup.com
Signature	/Michael J. Kosma/
Date	02/26/2016
Attachments	~ Not Cover Pt. 2.pdf(100842 bytes) Exhibit 2_Part1.pdf(4869527 bytes) Exhibit 2_Part2.pdf(5662298 bytes) Exhibit 2_Part3.pdf(5949892 bytes) Exhibit 2_Part4.pdf(5923239 bytes) Exhibit 2_Part5 - reduced.pdf(1054415 bytes) Exhibit 2_Part6.pdf(4924507 bytes) Exhibit 2_Part7.pdf(5710013 bytes) Exhibit 2_Part8.pdf(5840097 bytes)

4. The  trademark was designed on or around June of 2008. (Exhibit 1.)
5. The first publically made use of the  trademark was at least as early as August 2008 through signage on the Hybrid Athletics CrossFit gym.
6. Since 2008 the  trademark has been used extensively and continuously in ongoing nationwide promotion of Hybrid Athletics, the CrossFit Strongman Trainer Courses, apparel and fitness equipment, axles, farmer's handles, yokes, logs, and atlas stone molds.
7. Since 2008 the  trademark has been used extensively and continuously in conjunction with the sale of physical fitness services and apparel in the fitness industry.
8. The sales and promotion of apparel and physical fitness services bearing the  trademark have occurred at that Hybrid Athletics gym, via the websites, hybridathletics.net and hybridathleticsapparel.com, social media, at CrossFit Strongman training courses, at CrossFit Strongman competitions throughout the U.S., and/or through vendors such as Rogue Fitness and Jaco Athletics.
9. The  trademark has been used in Hybrid Athletics' advertising, marketing, promotion and sales of goods and services, including:

Signage

Date: At least as early as August 2008.

Website and Online Marketing

Date: At least as early as July 2009.

Apparel

Date: At least as early as December 2008

Equipment

Date: At least as early as October 2010

Periodicals

Date: At least as early as August 2010

10. As the owner of the Hybrid Athletics' CrossFit gym and a competitive CrossFit Athlete, I placed top three in the CrossFit Northeast Regional Qualifier in 2009, 2010 and 2011, including winning the Northeast Regional in 2010.

11. I competed in the CrossFit Games in 2009, 2010 and 2011. I placed 22nd and 15th overall in 2009 and 2010.

12. Leading up to the CrossFit Games in 2010 and 2011, CrossFit featured me as a top ten athlete for which I was promoted in numerous videos leading up the CrossFit Games and included the  trademark.

13. For instance, I was featured in a Hi-Temp Weight Equipment commercial that aired as the 2010 CrossFit Games in which I wore apparel featuring the  trademark. (Exhibit 2; <http://youtu.be/c3GuDCxts94>)

14. Throughout the 2009, 2010 and 2011 CrossFit Regionals and Games competitions I competed under the  trademark. (Exhibit 3; Exhibit 4.)

15. In 2009 and 2010 I also competed under the  trademark and won the Vikingfest Strongman Competition (Exhibit 5; <http://youtu.be/425JSV8o3vQ?t=3m56>)

16. From 2009 to present Hybrid Athletics has sold its apparel and equipment under the  trademark as a vendor at both the North East Regionals and the CrossFit Games.

17. During the 2010 and 2011 seasons, I sold approximately 6,000 to 7,000 t-shirts bearing the  trademark to individuals in the fitness community.

18. Attached are examples of the equipment and apparel sold under the  trademark in 2011. (Exhibit 6) The apparel includes shirts and sweatshirts each of which has the

 trademark displayed prominently on the front and/or back. The apparel also includes training shorts which has the  trademark displayed prominently on the leg. The equipment includes eight sizes of Hybrid Athletics' Stone Molds each of which has the  trademark displayed prominently. Today, Hybrid Athletics now offers 13 sizes of Hybrid Athletics' Stone Molds.

19. Following the 2009 CrossFit Games, I was sponsored in 2010 by Rogue Fitness, Jaco Athletics and Progenex. Rogue Fitness and Jaco offered for sale apparel and/or equipment with the  trademark.

20. In my opinion, Rogue Fitness is one of the world's top suppliers of CrossFit apparel and equipment. Rogue fitness has also been the sole equipment supplier of the CrossFit Games since 2009. (<http://blog.roguefitness.com/2009/06/rogue-is-the-official-supplier-for-the-crossfit-games/>)

21. Since 2010, Rogue Fitness has sold the Hybrid Athletics' Stone Molds, which are branded with the  trademark. (Exhibit 7.) Since 2010, Rogue Fitness has also sold a Rob Orlando T-Shirt featuring the  trademark in an atlas stone. (<http://www.roguefitness.com/rob-orlando-t-shirt>)

22. As of January 31, 2014, Rogue Fitness had shipped Hybrid Athletics' Stone Molds to 1,455 zip codes throughout the United States and 108 zip codes in Canada. (Exhibit 8.)

23. After the 2011 CrossFit Games, I stopped competing competitively and in September of 2011 became a CrossFit subject matter expert and personally run CrossFit's Strongman Trainer Courses.

24. The  trademark is used in conjunction with every CrossFit Strongman Trainer Course conducted. As of October 2014, there have been over 3,800 attendees.

25. Prior to Hylete's alleged April 9, 2012 date of first use of the  mark, in the first six (6) months of conducting CrossFit Strongman Trainer Courses alone, I conducted 13 courses and had a total of 488 attendees. In the United States I conducted courses in Arizona, Connecticut, California, Colorado, Maryland, New Jersey, New York and Texas for 355 attendees. In Europe, I conducted courses in Belgium, Germany, the Netherlands and the United Kingdom for the remaining 133 attendees.

26. The  trademark is also used in promoting my CrossFit gym and CrossFit Strongman Trainer Courses through the following media outlets: www.hybridathletics.net, Facebook, Instagram, and YouTube.

27. The  trademark is also regularly mentioned in the following media outlets: Magazines, Industry Partners' websites, Facebook pages, and YouTube channels.

28. The  trademark was featured in the July 2011 issue of Muscle & Fitness in an article spanning six pages giving a detailed history of Hybrid Athletics, how it got started, and what makes Hybrid Athletics unique. The article includes two full page photographs and eight smaller photographs of me performing exercises while wearing clothing exhibiting the  trademark. (Exhibit 9.)

29. As evidenced by the 2011 Annual Report issued by American Media, Inc., for 2011, "Muscle & Fitness has a total average monthly circulation of approximately 377,000 copies, including monthly subscriptions of 280,000 and newsstand copies of 97,000, and an estimated total monthly readership of 6.6 million." (Exhibit 10.)

30. Rogue Fitness advertises the Hybrid Athletics' Stone Molds on its website stating: "These are the stone molds made famous by the July 2011 issue of Muscle & Fitness featuring Rob Orlando." (Exhibit 7.)

31. Since September 2011, I write a regular column for Muscle & Fitness Magazine entitled EDGE CROSSFIT CORNER, which has been featured in twenty-seven (27) issues of the Magazine. The  trademark is regularly displayed in photographs as part of my column.

32. Prior to April 2012 alone, the  trademark was also used in at least the September 2011 and March 2012 issues of Muscle & Fitness Magazine. Each of the EDGE CROSSFIT CORNER's for those issues shows me performing exercises while wearing clothing with the  trademark. (Exhibit 11; Exhibit 12.)

33. In the CrossFit community, it is my opinion that one of the most important tools for advertising to current and potential customers is a strong social media presence on websites such as Facebook and YouTube.

34. Hybrid Athletics' Facebook page has been maintained since December 9, 2011. The  trademark is regularly used on the page and athletes are consistently shown wearing gear with the Mark in the videos and photos posted to the page. The page has accumulated 8,420 likes as of October 29, 2014. (www.facebook.com/Hybridathleticsfans)

35. My Facebook fan page has been maintained since November 9, 2011. The  trademark is regularly used on the page and athletes are consistently shown wearing gear with the Mark in the videos and photos posted to the page. The page has accumulated 30,628 likes as of October 29, 2014. (www.facebook.com/crossfitrobo)

36. I have maintained the HybridStonemolds YouTube channel since October 26, 2010. Athletes are consistently shown wearing and using gear with the  trademark in the videos posted to the channel. The channel has accumulated 3,296 subscribers with a combined 374,835 views of my videos on the channel as of October 29, 2014.
(www.youtube.com/user/hybridstonemolds/about)

37. I have also maintained the HybridAthletics100 Youtube channel since December 3, 2011. Athletes are consistently shown wearing and using gear with the  trademark in the videos posted to the channel. The channel has accumulated 638 subscribers with a combined 39,603 views on the videos on the channel as of October 29, 2014.
(www.youtube.com/user/HybridAthletics100/about)

38. The  trademark has also been featured in numerous third-party YouTube videos. For instance, CrossFit's YouTube channel features approximately 36 videos with the  trademark having over 2 million views at the end of 2014. For example, the  trademark is featured in the following videos on CrossFit's YouTube Channel:

Exhibit	Bates Range	Video Title	Date Posted	Views (12.28.14)	Link
13	HYBRID 000638-640	Rob Orlando 300x3	7/29/2010	62,559	http://youtu.be/iWxSuazburY
2	HYBRID 000631-633	HiTemp Commercial - Rob Orlando	10/6/2010	49,169	http://youtu.be/c3GuDCxts94
14	HYBRID 000594-596	CrossFit - Questions for Rob Orlando	3/24/2011	32,403	http://youtu.be/et3oi-yf6zA
15	HYBRID 000652-654	Rob Orlando's Bear Complex at 200 lbs.	9/14/2011	121,558	http://youtu.be/8IQftORtxqk
	HYBRID 000641-644	Rob Orlando at the Vikingfest	9/15/2011	257,372	http://youtu.be/425JSV8o3vQ

5		Strongman Competition			
16	HYBRID 000567-569	CrossFit - Back Squat Insights with David Millar, Rob Orlando, and Dave Lipson	9/21/2011	92,315	http://youtu.be/_lmpUTcUTmM
17	HYBRID 000587-589	CrossFit - One Arm "Fran" by Rob Orlando	9/30/2011	201,554	http://youtu.be/gIySeflaMdl
18	HYBRID 000570-572	CrossFit - California Road Trip: Part 1	11/28/2011	126,536	http://youtu.be/wlChB_D5hTU
19	HYBRID 000580-582	CrossFit - "Heavy Bench, Heavy Lunge Workout" with Rob Orlando	12/21/2011	128,051	http://youtu.be/yRTvbalXJeA
20	HYBRID 000564-566	CrossFit - 300 pound "Grace" by Rob Orlando	3/30/2012	172,632	http://youtu.be/ZF72GL5eBd0

39. The  trademark is recognized in the trade and by consumers as Hybrid Athletics' trademark, and as indicating Hybrid Athletics' products and services.

40. Through my sponsorship with Jaco, starting in 2010, I worked regularly with Matt Paulson to brand clothing using the  trademark.

41. In around early 2012, Matt Paulson left Jaco to start a clothing brand named Hylete brand using the  mark.

42. In April of 2012, Matt Paulson contacted me via text and emails regarding an opportunity to promote the Hylete brand.

43. On April 23, 2012 and April 27, 2012, Matt Paulson emailed me sets of "Mock-ups" of apparel using Hybrid Athletics'  trademark next to Hylete's . (Exhibit 21;

Exhibit 22.) Matt Paulson's email indicated that Hylete was seeking to strongly promote its goods in the same fitness field that Hybrid Athletics' and the  trademark are used.

44. Hylete's use of the  on the identical goods in the same market concerned me since the Hylete  was strikingly similar to Hybrid's  trademark.

45. I immediately informed Matt Paulson that the marks were confusingly similar. (Exhibit 23.) However, despite my concern Hylete continued forward and began selling merchandise bearing the  mark.

46. Soon after Hylete began promoting its products, individuals began expressing confusion between Hybrid's  trademark and the Hylete .

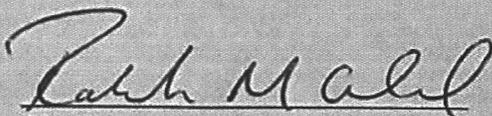
47. I sent Matt Paulson a comment I received on my Facebook where an individual from Lenexa, KS wrote that "you should investigate HYLETE...unless they r a branch of Hybrid they chicken hawked your logo...heads up." (Exhibit 24; Exhibit 25.)

48. Matt Paulson responded that "with any new logo, people associate that logo with something they have already seen . . ." and that "we had a few people say it looks like your logo." (Exhibit 25.)

49. The instances of confusion have not stopped and I am continuously forced to inform people I am not affiliated with Hylete. For instance, in addition to the repeated questions in person, I have received the following messages:

- a. July 28, 2013 – "At the games, I see a lot of people wearing Hylete clothing and posting on Facebook. Does it have anything to do with Hybrid Athletics? The logo looks a lot like Hybrid and the name is very similar so was just wondering."
(Exhibit 26.)

- b. October 16, 2013 – “Subject: hylete discussion” “Your conversation was actually helpful in knowing the difference between the logos/brands. It was every confusing at first, I completely thought they were one in the same.” (Exhibit 27.)
 - c. December 5, 2013 – “How do [you] feel about Hylete athletics, basically copying your logo and name?” (Exhibit 28.)
 - d. December 24, 2013 – “Rob something has to be done about Hylete! It’s a blatant rip off of the hybrid Athletics brand! Not sure what can be done but the “H” and the term hybrid Athlete is something you have created in the CrossFit Community . . . the fact that they are flooding the Community with their Brand over yours is disrespectful in my opinion.” (Exhibit 29.)
 - e. January 21, 2014 – “Is ‘Hylete’ associated with Hybrid Athletics? Their name and logo is more than a little similar but I can’t find anything on their site to indicate it.” (Exhibit 30.)
 - f. February 26, 2014 – “I chatted with a hylete rep in Miami and thought they were your apparel.” (Exhibit 31.)
 - g. November 6, 2014 – “did you know a copy of your brand means that you succeed . . . Here it is: <http://www.hylete.com>” (Exhibit 32.)
50. I declare under penalty of perjury the foregoing is true and correct.



Signature

Robert Orlando

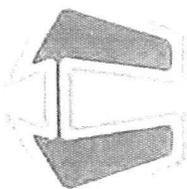
Printed Name

March 2, 2015

EXHIBIT 1

18x24_coroplast.pdf (1 page)

Back/Forward Zoom In Zoom Out Tool Mode



HYBRID ATHLETICS

388-8751 | HYBRIDSTAMFORD.COM

1_18x24 double sided step stake

proofs for e-mail

Hybrid Athletics

Kind	Size	Date Modified
Folder	108 KB	May 11, 2010, 11:48 AM
Folder	--	Feb 12, 2010, 11:33 AM
Folder	--	Dec 1, 2009, 3:18 PM
Folder	--	Nov 16, 2009, 12:57 PM
Folder	68 KB	Apr 20, 2009, 3:46 PM
Folder	--	Jul 16, 2008, 10:26 AM
Folder	--	Jun 12, 2008, 3:28 PM
Folder	88 KB	Jun 12, 2008, 12:46 PM
Folder	--	Jun 9, 2008, 8:53 AM
Folder	100 KB	Jun 9, 2008, 8:53 AM
Folder	100 KB	Jun 9, 2008, 8:51 AM
Folder	72 KB	Jun 9, 2008, 8:43 AM
Folder	68 KB	Jun 9, 2008, 8:39 AM
Folder	92 KB	Jun 9, 2008, 8:53 AM
Folder	88 KB	Jun 9, 2008, 8:48 AM
Folder	84 KB	Jun 9, 2008, 8:42 AM
Folder	508 KB	Jun 9, 2008, 8:39 AM
Folder	--	Jun 9, 2008, 9:08 AM
Folder	248 KB	Jun 4, 2008, 8:50 AM
Folder	68 KB	Jun 3, 2008, 4:00 PM
Folder	76 KB	Jun 3, 2008, 3:56 PM
Folder	72 KB	Jun 3, 2008, 3:48 PM
Folder	72 KB	Jun 3, 2008, 3:48 PM
Folder	72 KB	Jun 3, 2008, 3:57 PM
Folder	72 KB	Jun 3, 2008, 3:47 PM
Folder	64 KB	Jun 3, 2008, 3:08 PM

team hybrid 2010 shirts
 Hybrid09shirts
 Hybrid
 Hybrid Black Shirts
 Hybrid Shirts
 HA_2color.pdf
 Approved
 PDFs
 3x6_HD_03.pdf
 18x24_A-frame.pdf
 18x24_coroplast.pdf
 3x5_sintra.pdf
 3x6_sintra.pdf
 18x24_A-frame
 18x24_coroplast
 3x5_sintra
 3x6_sintra
 Hybrid_proofs.pdf
 Versions
 HA_3x6_Sign_proofs.pdf
 3x6_HD_04.pdf
 3x6_HD_02.pdf
 3x6_HD.pdf
 HA_concept3x6.pdf
 HALOLOCONVERT1.pdf
 3x6_sintra

EXHIBIT 2



HiTemp Commercial - Rob Orlando

CrossFit® [Subscribe](#) 557,486

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49,169

137 [Like](#) 3 [Dislike](#)

Uploaded on Oct 6, 2010
Commercial for HiTemp aired at the 2010 CrossFitUSAW event featuring Rob Orlando

SHOW MORE

ALL COMMENTS (40)



Share your thoughts



Carlos Caché 3 years ago
they should pissteat crossfitters!!



Garnett1 3 years ago
The ocean sure as fuck don't care.



alex011 3 years ago in reply to Carlos Caché
@calitocachesim they do



code2high 2 years ago
All I can say is one word: BEAST!

- "Hesbol-Off" with Josh Everett and Dave Lipson**
by CrossFit®
58,240 views
- CrossFit - Khalipa's History with the Squat Clean Thruster**
by CrossFit®
546,949 views
- Rob Orlando at the Vikingfest Strongman Competition**
by CrossFit®
253,144 views
- Inov8 Commercial - CFNE**
by CrossFit®
41,739 views
- Rob Orlando, Deadlift**
by George Street
72,736 views
- RossFit**
by CrossFit®
167,234 views
- Rob Orlando's Food habits**
by Rob Orlando
65,166 views
- "Lynne" with Z25 and a vest**
by Rob Orlando
22,657 views
- "How to get stronger" - Rob Orlando**
by JenHelo
34,683 views
- James Hobart and CrossFit New England crush a CrossFit WOD**
by Steve's PaleoGoods
291,701 views
- SEALFIT - EVO 1**
by Rogue Fitness
97,673 views
- crossfit**
by aweb55124
- Rob Orlando CrossFit WOD: Overhead, Front & Back Squats**
by Progenex Administration
43,255 views
- Team of Champions: The Story of the CrossFit Invitational**
by CrossFit®
71,555 views
- Lucas Parker's Road to the Games Episode 2 - Hard Week #1**
by WODtv
Recommended for you

unbelievable. woowooow man one arm keep it up u give me more inspirational

Crossfitam125 1 year ago
this is serious one of the most impressive commercials.

Arnouxvazze 4 years ago
I really like this speech and I want to print it to put on my wall. I subit ed it, but I am not a native speaker, can you correct it if there are mistakes? "The weight doesn't care for men having a bad day; it doesn't care if it's 40 degrees in the gym or 50 it's in different in the quality of my sleep or the quality of my diet, the weight doesn't care about the crossfit games it only cares about one thing: on this day, at this moment, can I move it?"

rangerdew1 3 years ago in reply to OkStateCOwboyz
@OkStateCOwboyz I never said he was. I am drawing reference to his over-dramatizing of simply "picking something up, and putting it down". It's not that special

Brandon Beater 1 year ago
How in the hell.....???!?! incredible!!

TazzAKASlay3r 3 years ago
Woowoo!

Crossfitam125 1 year ago
i can watch this over and over.

Todd Bailey 4 years ago
Arnouxvazze, couple corrections. "The weight doesn't care if I'm having a bad day." Also "It's indifferent to the quantity of my sleep or the quality of my diet." Otherwise, you got it right.

LeahMammonous 3 years ago
Stacked inside out it looks like 25-25-10. So I'm guessing 165, which is STILL no laughing matter. if you haven't seen his workouts, he's BEAST

Thomas Foster 4 years ago
awesome

rangerdew1 4 years ago
impressive strength, but really dude, lets put it in perspective a bit. I know plenty of dudes downrange whose workplace conditions matter more than your "gym being hot or cold".

Peer Davvy 3 years ago in reply to TheJern075
whys that then? am i wrong?

Stiver04 4 years ago
This commercial is awesome. I love it! If you guys would like to read the article that obviously inspired this commercial google THE IRON by Henry Rollins.

mitchrullez 3 years ago in reply to Curtis Cacher
@curtisacachernti they do

TheJern075 3 years ago
and you sound rather retarded

Arnouxvazze 4 years ago
thank you!

CrossFit Black Box Commercial

by CFBlack1Boy
107,687 views

Rob Orlando

by Rogue Fitness
97,708 views

Progenex and Rob Orlando Hybrid Athletics.mov

by Progenex Administration
16,853 views

2011 CrossFit Commercial (Super Bowl)

by Kevin Houston
570,455 views

I am Your Strongest Competition

by Full Squared Productions
138,731 views

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Show more



Language: English

Country: Worldwide

Safety: Off

History

Help

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<https://www.youtube.com/watch?v=5G0u0x04k4> Sun, Dec 28 2014 13:42:33 GMT-0500 (Eastern Standard Time)

HYBRID000633

EXHIBIT 3



LIVE SCORING
Affiliate Cup Men's and Women's scores are live!

COMPETITOR INFORMATION
Important information and schedules for competitors.

PARKING INFORMATION
Register now to reserve your parking.

2009 CROSSFIT GAMES

JULY 10-12 AROMAS, CALIFORNIA

2009 SPONSORS

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New & featured blog content

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An intro to the CrossFit Games

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Qualifiers leading up to the Games

COMPETITORS
Athlete profiles & interviews

THE GAMES
Reports & results from Aromas

AFFILIATE CUP
Affiliate teams go head-to-head

THE WEEKEND
Directions, logistics & more

SPONSORS
Info on sponsoring the 2009 Games

Athlete Profile: Rob Orlando

June 4, 2009 10:41 AM

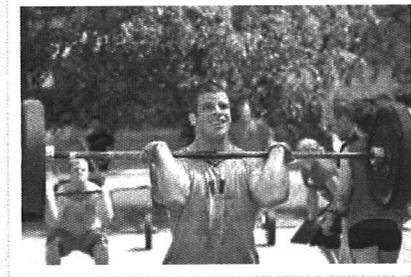
Posted in **Competitors** »
4 Comments » on this entry

Rob Orlando

Height: 5' 8"
Weight: 196

Date of Birth: 4/28/1975
Place of Birth: New York
Started doing CrossFit: About a year ago

Affiliate: Owner, Hybrid Athletics



Cindy: never done it
FGB: never done it
Fran: 2:23
Grace: 1:35 with 135lbs and no squat cleans...2:40 @ 155lbs and squat cleans
Helen: 7:54 @ 70lbs KB
Nancy: never done it
Freddy's Revenge at 200lbs from the ground....4:54
Deadlift/Thruster...5.4,3,2,1 @ 500/250 in 11:47

Deadlift: 1 RM 600 or 500 x 10
Back Squat: 475
Press: 254
Clean: 300+

Favorite WOD: King Kong x 2
Least Favorite: Murph
Favorite Lift: Doesn't matter
Least Favorite Lift: Also doesn't matter
2009 Northeast Regional Finish: 5th

4 comments on this entry.

- lance uppercut** wrote... June 4, 2009 1:03 PM

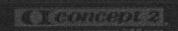
alright! i cant wait to see this guy at the games hes been my hero ever since the thruster/deadlift video Reply to this comment

[Permalink](#)
- kathryn** wrote... June 24, 2009 6:46 PM

Kick ass Rob!!! Reply to this comment

[Permalink](#)
- kathryn** wrote... June 24, 2009 6:57 PM

Kick ass Rob!!! Reply to this comment



www.adstactical.com

Permalink

4. **Greg** wrote...

July 8, 2009 5:17 AM

Bring it home to Hybrid, Rob.

Reply to this comment

Permalink



**PROMOTE THE CROSSFIT GAMES
ON YOUR WEBSITE OR BLOG**

Place our widget on your blog, social networking profile, or your website. Just copy the code to the right and paste it into the HTML of your site.

```
<a
href="http://games2009.crossfit.com"><im
g border="0" alt="CrossFit Games Widget"
src="http://games2009.crossfit.com/templ
ates/images/widget.png" /></a>
```


EXHIBIT 4



1 of 10

» x

- 4. CrossFit InBe
- 5. CrossFit Milford
- 6. CrossFit USA

They have all secured the opportunity to vie for the title at the CrossFit Games. After the fantastic display they put on this weekend, you can expect them make a valiant effort when we see them in Los Angeles.

As for the Masters, they still have to wait to see how they stack up against the rest of the competitors around the nation.

A big thank you goes out to all the volunteers and judges that contributed so much this weekend, the event would not have been the same without you. Your hard work and cooperation made this a wonderful experience for all the athletes and spectators. Your time and dedication has shown how amazing this CrossFit community is and we deeply appreciate all you put in to these Qualifiers. That's all from the Northeast Regionals, good luck to the athletes in your next conquest, the 2010 CrossFit Games!

Like Be the first of your friends to like this.

25 comments on this entry

1. Dan Rx'd wrote... Permalink
 Some photos from this weekend are posted here: 24 May 2010 / 9:18 a.m.
<http://www.flickr.com/photos/crossfitneq/>

2. Jason Ackerman wrote... Permalink
 Thanks again to everyone for coming! We couldn't have done it without all of the volunteers and judges, you were such an integral part of this event and the CrossFit community as a whole. Thank you! 24 May 2010 / 9:51 a.m.

3. k Malz-FitMom wrote... Permalink
 UH-MAZING WEEKEND! 24 May 2010 / 9:58 a.m.

Thank you Albany CrossFit, judges, volunteers, athletes, and spectators for making it so successful!

BEST WISHES to our 6 athletes and 6 Affiliate Teams going to the Games in July!

Best,

Kim Malz

4. Je wrote... Permalink
 Awesome weekend! Thanks to everyone who helped out this weekend. Thanks to all 24 May 2010 / 11:01 a.m.

- awesome weekend. Thanks to everyone who helped out this weekend. Thanks to all the awesome people yelling and cheering on the sidelines. What an outstanding group of people!!!
jen
24 May 2010 / 11:01 a.m.
-
5. sevan wrote...
ROB ORLANDO! You are reason enough for me to go to the Home Depot Center this summer. BAD ASS!
Permalink
24 May 2010 / 11:17 a.m.
-
6. D wrote...
To Gregg from Guerrilla Fitness.
Permalink
24 May 2010 / 11:20 a.m.
- First off great event this weekend to all who programmed, but back to Gregg. People complained about the programming at the Sectionals saying it wasn't heavy enough and everything was longer time domains. I think its clear that in this weekends events being strong was a serious advantage. For the most part the top guys from the Sectional were the top guys at this weekends events (aka strong guys).
- So all the people who complained that the Sectional programming wasn't going to be heavy enough to put the best/strongest crossfitters through were totally wrong. Aka great job programming at sectionals and great job to all the organizers this weekend. It was a great event. Good to the athletes going to LA
-
7. Mike Bissalton wrote...
Jason. Great event, great programming and an even better time. My hats off to all the volunteers who worked their butts off, we could nt have had all that fun without your hard work. Thanks again!
Permalink
24 May 2010 / 11:53 a.m.
-
8. Scott Lewis wrote...
@ Peter Isky .Rob O did dominate this event, with his humble demeanor as well as his strength and conditioning, but... I bet a lot of the athletes that competed this weekend will take issue with your statement. I know a lot of the competitors personally, and everyone who competed this weekend deserved to be at this event because they were 'in shape'.
Permalink
24 May 2010 / 12:03 p.m.
- Jason Ackerman...awesome event! You and your crew really put together a great weekend and the programming was 'on point.'
- Congratulations to all the athletes...superhuman efforts by all.
-
9. Scott Lewis wrote...
Peter understood. He is/was quite the mythical anomaly this weekend.
Permalink
24 May 2010 / 12:46 p.m.
-
10. gregg arsenuk wrote...
First, hats off to Jason A, Dave O, and whoever else was part of the team that put together this extraordinary event. The WODs were creative and exactly what should be expected at the regional level. Congratulations to all competitors for great performances all around.
Permalink
24 May 2010 / 1:42 p.m.
- To 'D', Thank you for the mention.
-
11. Candice Ruiz wrote...
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Permalink
24 May 2010 / 1:55 p.m.
-
12. Cool Video from Weekend wrote...
<http://www.flickr.com/photos/37790978@N08/4634335406/>
Permalink
24 May 2010 / 2:30 p.m.
- rob orlando 300 x3
-
13. john wopat wrote...
It's difficult to express to "civilians" what Crossfit is or how special and unique an event like this weekend's regional competition was. Crossfitters don't compete against each other, they compete FOR each other. The great athletes we're sending to the Games owe part of their extraordinary performances to those other men and women who were a second slower, or who lifted a pound or two less. So, we're all going to LA. And by the way, Jason Ackerman should run for Governor! Great job everyone!
Permalink
24 May 2010 / 3:04 p.m.
-
14. Pat Sherwood wrote...
Congrats to everyone who competed. Special shout out to Heather! Way to train smart during those couple weeks before the event. Your patience paid off.
Permalink
24 May 2010 / 3:04 p.m.
-
15. Ielak wrote...
You're a machine, Mr Orlando. Well done!
Permalink
24 May 2010 / 5:35 p.m.
-
16. Malcolm Spittler wrote...
More photos up at
<http://www.flickr.com/photos/48324345@N04/sets/72157624130176900/>
Permalink
24 May 2010 / 5:31 p.m.
-
17. Tom wrote...
Great Job Jessica! I saw your 145 Serious 7 at the NE qualifier and thought you would do well at the Regional Games. Good Luck in Cali!
Permalink
24 May 2010 / 6:06 p.m.
-
18. BK wrote...
Jay!
Awesome event run super smoothly...well done mate.
Rob, that 300 lift was the moment of the games, spinechilling to watch live. The final minute of the ladies Triplet was off the chain with Heather and Jessica going toe to toe and Lozza Plumey crushing the final WOD was a few of so many insane moments over a memorable weekend.
Permalink
24 May 2010 / 6:45 p.m.

19. Jason Ackerman wrote... [Permalink](#)
Thanks again everyone for the compliments, but really I was just on the mic, it's all the people behind the scenes. Like I said earlier, behind any good man is a team of badass CrossFitters!
24 May 2010 / 5:14 p.m.

Maybe I'll run for Governor!

20. Lauren Plumey wrote... [Permalink](#)
Thanks to Jay and his team of volunteers and judges this weekend for a FLAWLESS event. After judging at the Sectionals, I have a new found respect for all of the judges of this events. I found this job more difficult than competing. Thanks to all who judged me. You were more than judges...you were coaches, cheerleaders, etc.. And congrats to all the teams and athletes going to Cali esp. to my extended CrossFit family at Performance, in Milford, and Heather, James, and Rob.
23 May 2010 / 5:44 a.m.

21. Owen Satterley wrote... [Permalink](#)
To Jay and all the volunteers:
25 May 2010 / 6:28 a.m.

What an awesome weekend - the event seems to run like clockwork! Great job!

To the athletes:

Superhuman tekkers was shown by all, with special mention to Rob O for going to town all weekend and to Lauren for crushing The Cropper. What an absurdly determined performer! Great work guys! I only wish I was fit enough to have taken part!

See you next year!

☺

22. Julie Migliaccio/Crossfit performance wrote... [Permalink](#)
Anyone who saw Rob Oriando CRUSH the workouts knows what an incredible athlete he is but more impressive is what a humble and awesome guy he is to everyone. Always encouraging, to others, always supportive and for someone who could have an huge ego doesn't. He just quietly annihilates any task put in front of him. We loved watching him compete and Win, you are a great friend Rob. We Love ya!
25 May 2010 / 11:25 a.m.

23. Denise Thomas wrote... [Permalink](#)
A big thank you to Jason, Gregg, all the judges and volunteers that made the Northeast sectionals and regionals happen. Great events that definitely tested us in all capacities! To the six athletes going West...good luck, guys! Represent and have a BLAST!!
Rob, if you work on that C&J you may have a good shot at winning this thing :) Finish what you started!!!
23 May 2010 / 2:36 p.m.

24. Aaron wrote... [Permalink](#)
AWESOMENESS Rob! JUST AWESOME! I don't know you quite obviously, but that my man was nothing short of inspirational. Rip it up in LA!
25 May 2010 / 5:34 p.m.

25. nick wrote... [Permalink](#)
Hey Owen,
01 June 2010 / 7:02 p.m.

what happened to you - were you injured?

I was following your progress and figured you'd give things a good shake

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NORTHEAST REGIONAL

Photo Credit: Malcolm Spitzer

Event Recap: Northeast Regional

Final results in from Albany.

What a wild finish that unfolded here at the Northeast Regional Qualifiers. After a fantastic conclusion in the Affiliate Competition, the individuals stepped up to their last obstacle of the weekend, and what a test it was.

After making cuts following the 3rd workout, the top 18 men and women hit a monster chipper: 10 power cleans (185/115), unload outside weight and carry one plate 30 meters and load it onto a sled (45/25), ski for 20 calories, sprint back 30 meters, 30 power snatches (95/65), carry the other weight (45/25) 30 meters and load it onto the sled, 40 burpees, push loaded sled (90/50) 30 meters on high bars, 60 kettlebell swings (55/35), push loaded sled back 30 meters, 60 double-unders, and then one final sprint back 30 meters to the finish line. If that doesn't sound exhausting to you, you are probably not human.

These phenomenal athletes did not disappoint. Lauren Plumey put on a show for the Women's finale, blazing through the workout as she pulled away from the pack, finishing in 12:49, over a minute ahead of the next closest time. The Men's finale proved just as electrifying, as Austin Malleolo and Rob Orlando gave the fans their money's worth, battling for tops in the heat until the bitter end, before Rob secured his third 1st place event of the weekend with a time of 11:51. The 'Albany Crippler' will not soon be forgotten.

The Northeast Qualifiers proved nothing short of spectacular, as the greatest athletes of the region came out in full force to produce epic performances that those in attendance will cherish for a life-time. When all was said and done and the results were tabulated, 3 men, 3 women, and 6 affiliate teams proved they were the best of the Northeast and will move on.

Qualifying Men

1. Rob Orlando
2. James Hobart
3. Austin Malleolo

Qualifying Women

1. Heather Bergeron
2. Jessica Pamanian
3. Lauren Plumey

Qualifying Affiliates

1. CrossFit New England
2. CrossFit Performance
3. CrossFit Fitgear
6. CrossFit USA

They have all secured the opportunity to vie for the title at the CrossFit Games. After the fantastic display they put on this weekend, you can expect them make a valiant effort when we see them in Los Angeles.

As for the Masters, they still have to wait to see how they stack up against the rest of the competitors around the nation.

A big thank you goes out to all the volunteers and judges that contributed so much this weekend, the event would not have been the same without you. Your hard work and cooperation made this a wonderful experience for all the athletes and spectators. Your time and dedication has shown how amazing this CrossFit community is and we deeply appreciate all you put in to these Qualifiers. That's all from the Northeast Regionals, good luck to the athletes in your next conquest, the 2010 CrossFit Games!

Like Be the first of your friends to like this.

25 comments on this entry

1. Dan Rx'd wrote... Permalink
Some photos from this weekend are posted here <http://www Flickr.com/photos/crossfitneq/> 24 May 2010 / 9:18 a.m.

2. Jason Ackerman wrote... Permalink
Thanks again to everyone for coming! We couldn't have done it without all of the volunteers and judges, you were such an integral part of this event and the CrossFit community as a whole. Thank you! 24 May 2010 / 9:51 a.m.

3. k Matz-FitMom wrote... Permalink
UH-MAZING WEEKEND! 24 May 2010 / 9:58 a.m.

Thank you Albany CrossFit, judges, volunteers, athletes, and spectators for making it so successful!

BEST WISHES to our 6 athletes and 6 Affiliate Teams going to the Games in July!

Best,

Kim Matz

4. Je wrote... Permalink
Awesome weekend! Thanks to everyone who helped out this weekend. Thanks to all 24 May 2010 / 11:01 a.m.

R NOBLEFITNESS **AGAIN FASTER EQUIPMENT** **CrossFit JOURNAL**
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Photo Gallery



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CrossFit **2010 CrossFit USA Weightlifting Open**
The CrossFit/USA Weightlifting Open

- Awesome weekend! There were some truly helpful and wise remarks. Thanks to all the awesome people yelling and cheering on the sidelines. What an outstanding group of people!!!
jen
- 24 May 2010 / 11:17 a.m.
5. sevan wrote... [Permalink](#)
ROB ORLANDO! You are reason enough for me to go to the Home Depot Center this summer. BAD ASS!
- 24 May 2010 / 11:20 a.m.
6. D wrote... [Permalink](#)
To Gregg from Guerrilla Fitness.
- 24 May 2010 / 11:20 a.m.
- First off great event this weekend to all who programmed, but back to Gregg. People complained about the programming at the Sectionals saying it wasn't heavy enough and everything was longer time domains. I think its clear that in this weekends events being strong was a serious advantage. For the most part the top guys from the Sectional were the top guys at this weekends events (aka strong guys).
- So all the people who complained that the Sectional programming wasn't going to be heavy enough to put the best/strongest crossfitters through were totally wrong. Aka great job programming at sectionals and great job to all the organizers this weekend. It was a great event. Good to the athletes going to LA
7. Mike Bissailon wrote... [Permalink](#)
Jason, Great event, great programming and an even better time. My hats off to all the volunteers who worked their butts off, we couldn't have had all that fun without your hard work. Thanks again!
- 24 May 2010 / 11:55 a.m.
8. Scott Lewis wrote... [Permalink](#)
@ Peter Isky... Rob O. did dominate this event, with his humble demeanor as well as his strength and conditioning, but... I bet a lot of the athletes that competed this weekend will take issue with your statement. I know a lot of the competitors personally, and everyone who competed this weekend deserved to be at this event because they were 'in shape'.
- 24 May 2010 / 12:03 p.m.
- Jason Ackerman...awesome event! You and your crew really put together a great weekend and the programming was 'on point'.
- Congratulations to all the athletes...superhuman efforts by all.
9. Scott Lewis wrote... [Permalink](#)
Peter...understood. He is/was quite the mythical anomaly this weekend.
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16. Malcolm Spittler wrote... [Permalink](#)
More photos up at <http://www.flickr.com/photos/48324345@N04/sets/72157624130176900/>
- 24 May 2010 / 3:51 p.m.
17. Tom wrote... [Permalink](#)
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- 24 May 2010 / 6:06 p.m.
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Jay!
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Permalink
25 May 2010 / 5:44 a.m.

21. Owen Satterley wrote...

To Jay and all the volunteers

Permalink
25 May 2010 / 6:26 a.m.

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To the athletes:

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See you next year!

O*

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Permalink
25 May 2010 / 11:25 a.m.

23. Denise Thomas wrote...

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Permalink
25 May 2010 / 2:56 p.m.

24. Aaron wrote...

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Permalink
25 May 2010 / 5:54 p.m.

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Hey Owen,

Permalink
01 June 2010 / 7:02 p.m.

what happened to you - were you injured?

I was following your progress and figured you'd give things a good shake

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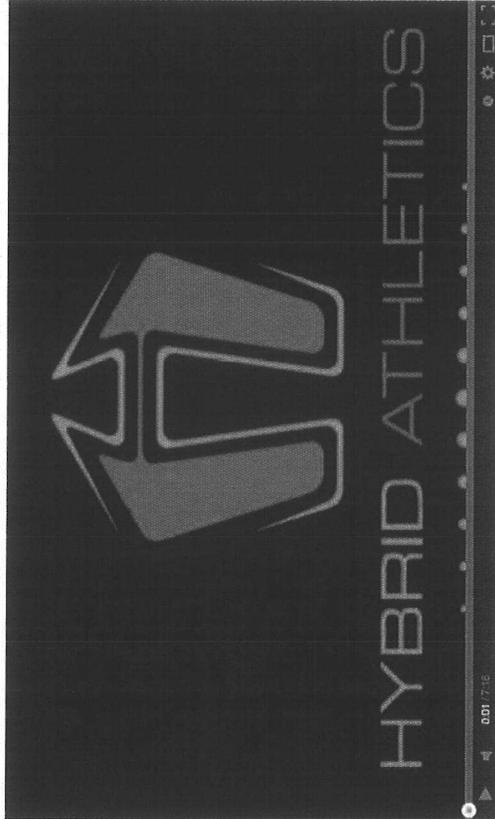


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<a href="http://games2010.crossfit.com" style="border: 1px solid black; padding: 2px; text-decoration: none; color: white; font-weight: bold; font-size: 0.8em;">The 2010 CrossFit Games
```

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EXHIBIT 5



Rob Orlando at the Vikingfest Strongman Competition

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Start at 0:01

Uploaded on Sep 15, 2011
Originally published March 18, 2010

230lb axle clean and press for reps. 540lb 18" axle deadlift for reps. 25lb crucifix hold for time. 570lb frame hold for time. and atlas stones at

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ALL COMMENTS (259)

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Top comments

youndishud01 2 months ago
He might be strong but if anyone else tries to emulate his rounded back deadlift form they will be on their way to the hospital.
Reply 3

- CrossFit - CrossFit Games Behind the Scenes - 2011: Part 5**
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by CrossFit®
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by George Street
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by Munchies
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by Ian McHugh
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by Rogue Fitness
56,581 views
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by jerry moogan
1,288,115 views
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by keevross12
- Fittest men on earth**
by Gig-Say/Jan
1,551,323 views
- Natural Bodybuilder meets Strongman!**
(eng sub)
by BodybuildingRey
1,637,139 views

Declan Jones · 1 month ago
You don't know what you are talking about.

Reply 1 · 0 · 0

Journey to Strength · 4 days ago
What's the diameter of those axles?

1 · 0 · 0

Justin Mathis · 3 weeks ago
I train under the 6th strongest man in the country yourvidsbad101 is right Declan Jones

Reply 1 · 0 · 0

Juan Ruiz · 7 months ago
So watching his back round on those deadlifts off the platforms hurt n'r

Reply 4 · 1 · 0

XmasakOne · 4 months ago
crossfuck that's why

Reply 1 · 0 · 0

andy lamut · 1 month ago
Got to do the strongman seminar with him yesterday! Learned a lot from this seriously strong guy :)

Reply 1 · 0 · 0

Matt Williams · 10 months ago
Rob = Beast mode

Reply 5 · 1 · 0

Isaac Rozario · 4 months ago
That form...

Reply 2 · 1 · 0

daniel dainsworth · 7 months ago
how much does the axle weigh?

Reply 1 · 0 · 0

Majka Ti Tvoje · 11 months ago
HARLEY DAVIDSOON

Reply 1 · 0 · 0

Mathew Arsenau · 1 year ago
If you think you're stronger than Rob Orlando and you have time to comment on a youtube video about it, you're wrong.

Reply 7 · 1 · 0

Shaun Young · 10 months ago
that's the stupidest thing I've ever heard, the dude couldn't even complete the signature strongman events involving gpp none of those results would get a top 5 finish in any event with real competition.

Reply 6 · 1 · 0

Something Different · 6 months ago
I'm not trying to sound like a ass nor a idiot but i don't feel like his grip or technique is safe, correct me if im wrong appearances can be fooling

1 · 0 · 0

View 1 reply

Americanbullytrainer · 10 months ago
For everyone hating Go do this shit with an axle not a regular barbel, then come back and comment

Reply 1 · 0 · 0

View all 6 replies

100PercentOJ · 4 months ago
if lifting heavy weight like a moon with shit form is a competition I'll stay out. I've watched my fair share of Euro strongmen and never seen this retardation

crossfit motivation rich froning
by Lee Duarte
4:00:016 views



Do it for yourself | Motivational | Rich Froning Jr
by Ghomeln
7:05:317 views



Pro Fighter Vs CrossFit @Razorstorm
by RazorstormUK
3:22:767 views



Cross fit meets Strong man..
by Mike Rashid
32,872 views



World's Strongest Man 2013 Finals
by mchmest
5,014,434 views



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Reply 1 0 0



Nemo Nobody 4 months ago

speak of Euro strongman deadlift how about eddie hall screwing himself out of trying for the world record at ESM this year? how THAT was a form clinic Crazy how the world record keeps getting broken, someone's going to hurt themselves

Reply 0 0 0



jonus77 1 year ago

Zanso, that's axel, not normal bar. I bet if u try that u will soon realize your grip won't last. Maybe that is the reason

Reply 1 0 0



Drumwannah17 11 months ago

smh at all these keyboard warriors. I want to see you equal this performance, then you can talk, but for now stfu.

Reply 3 0 0

View all 4 replies



kylotheikriddle 2 months ago

+Kaga13 but the straps negate that anyway. Anywhere but WSM an axle bar is meant to test your grip given that most guys should be able to deadlift that on an oly bar no issue but by allowing straps in a competition with so few events, it is in fact just as situau young said, a 540 lbs block pull

Reply 2 0 0



Christopher Mison 2 months ago

So I cant think Justin Blebers lyrics are bad cause I cant write better ones myself? Good logic you dumb fuck

Reply 1 0 0



Ariel Paz 10 months ago

ouch! my back is hurting just from watching this, the guys pretty strong but they left good form @ the door this kind of videos promotes followers to get injure

Reply 1 0 0



travis jones shared this via Google+ 11 months ago

Reply 0 0 0



Juan Ruiz 7 months ago

Lol that first grip is so fucking awkward

Reply 1 0 0



RehabForce8 7 months ago

Whats the tucking point of axel deadlifts if you use straps ?

Reply 2 0 0

View all 2 replies



Nemo Nobody 4 months ago (edited)

Yeh, Rob Orlando is a badass but straps are kind of BS in a strongman competition. The only reason for them I can think of is that they probably make for bigger numbers which draws in more viewers. Grip strength is supposed to be a huge part of strongman, id like to see more anvil holds

Reply 0 0 0



Carlos Lira 7 months ago

that's just not right

Reply 0 0 0



Mike P. 1 year ago

this is retarded, deads off of platforms with STRAPS!!! dude this is bull, no doubt he's strong but damn, go from the floor and use your damn grip franco co urbo never used straps, nor do any crosslifters who deadlift, his kind of weight, and yes, I mentioned crosslifters (the ones who are world elite level). They dont do wraps and deadlift in the 500's, just sayin, let the rebuttals begin.

Reply 1 0 0

View all 4 replies



Michael Weisen 11 months ago

I do believe franco columbo got injured lifting a fridge in strongman if I remember correctly. Strangely a powerlifting meet doesnt necessitate lifting of a fridge. If you look, the bar is thicker than a standard barbell hence the height. It is to mimic the car deadlift frame

Reply 0 0 0



badmeetsevil2345 2 months ago

Reply 0 0 0

You don't belong here
Reply

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Language: English

Country: Worldwide

Safety: Off

History

Help

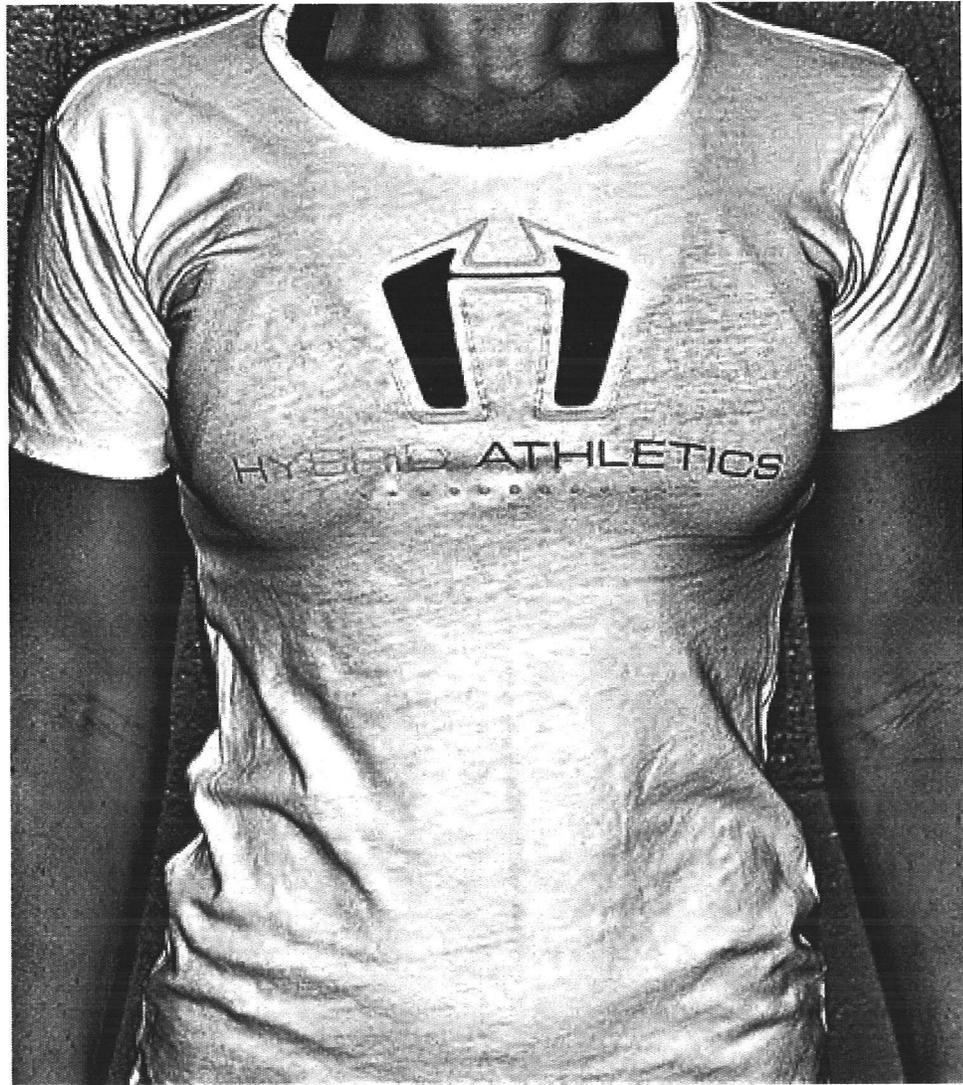
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Terms Privacy Policy & Safety Send feedback Try something new!

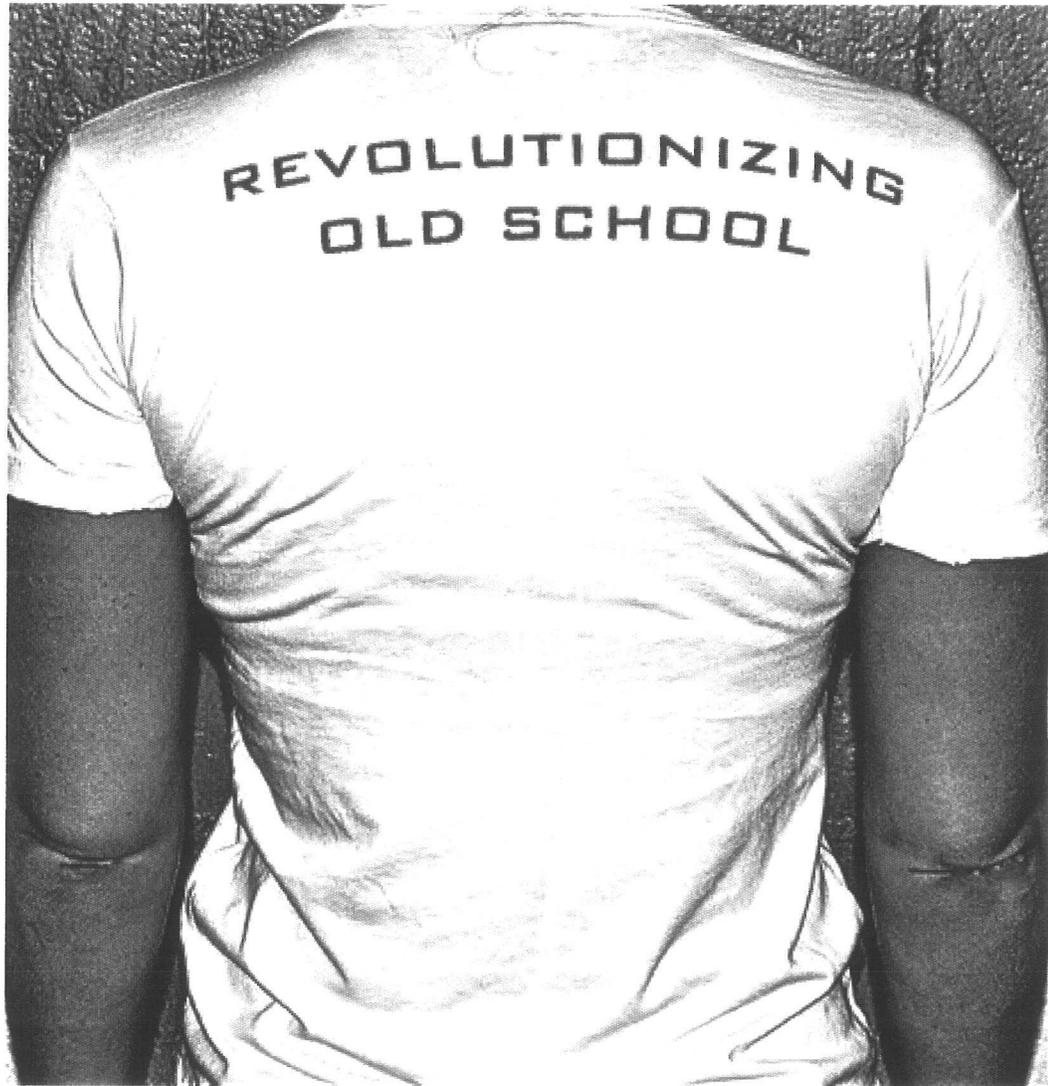
https://www.youtube.com/watch?v=425Jv8a3VQ_S;1 Dec 28 20:14 13:20:56 GMT-0500 (Eastern Standard Time)

HYBRID000644

EXHIBIT 6



HYBRID000658



HYBRID000659



HYBRID000660

I am a CrossFit Woman.

I rarely wear makeup in the gym, I wear chalk.
I get manicures to help scrub the calluses off my hands.
I do not glisten or smile while I am working out.

I sweat, grunt and curse.

I am a HYBRID Woman.

I am as proud of my muscles as I am of my scars.
They are evidence of my hard work and dedication.

I am a CrossFit Woman.

Increased work capacity is my mission.

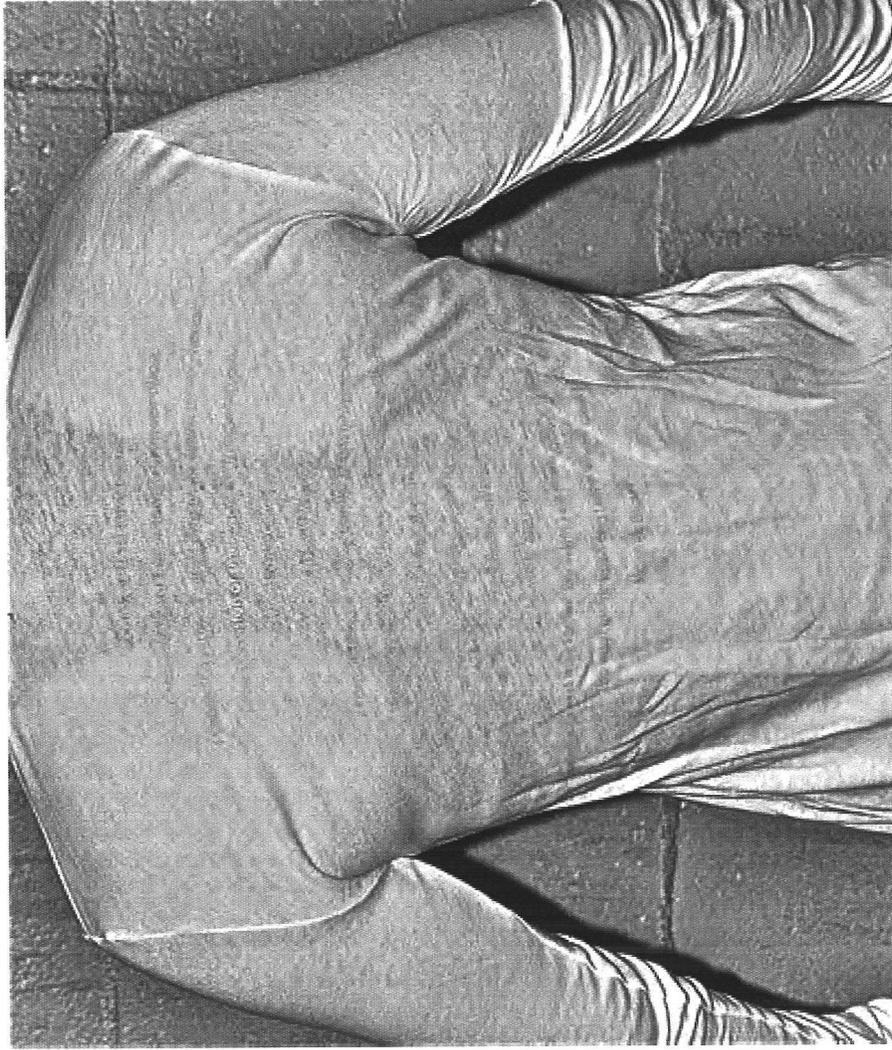
Elite fitness is my goal.

I am a HYBRID Woman.

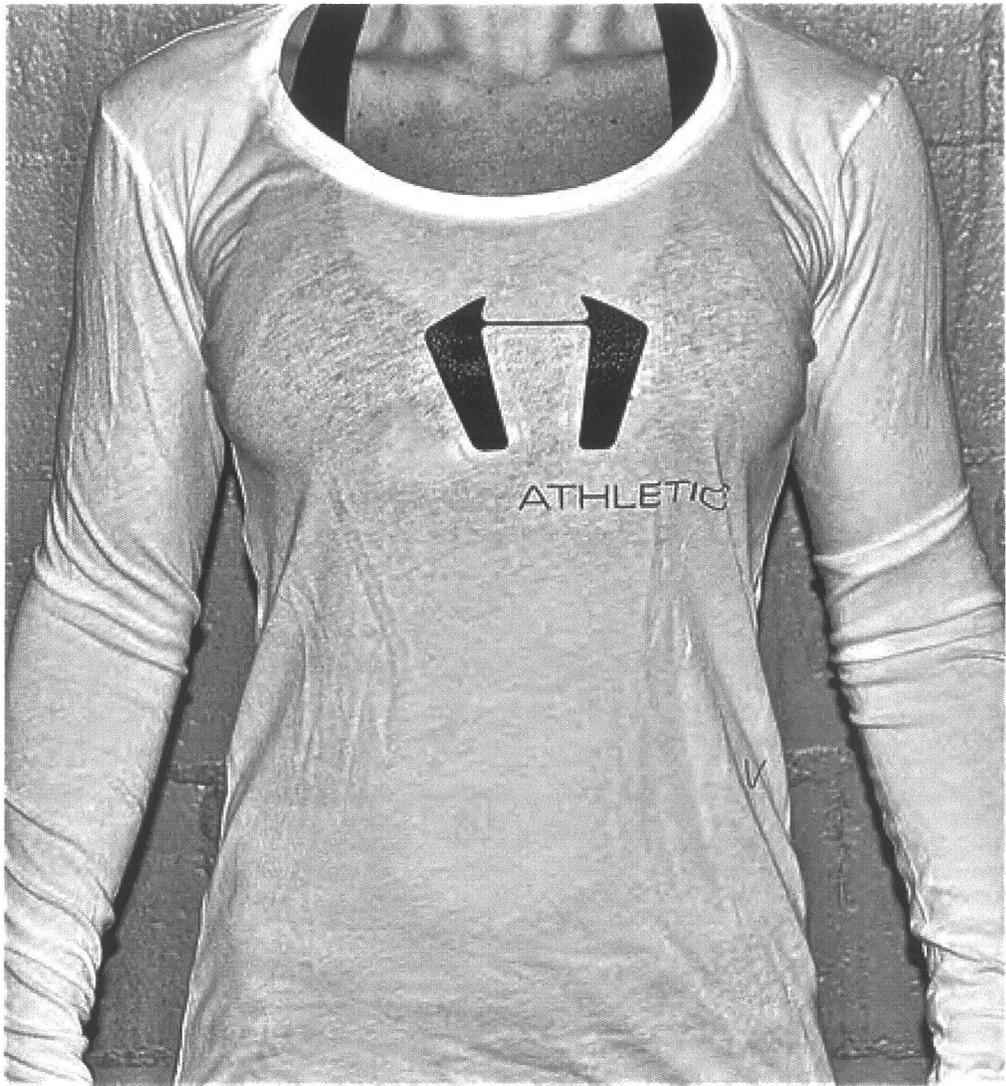
I may scale a WOD, but I will never quit or give up.
I do what others won't and I excel where others can't.

Make No Excuses.

HYBRID000661



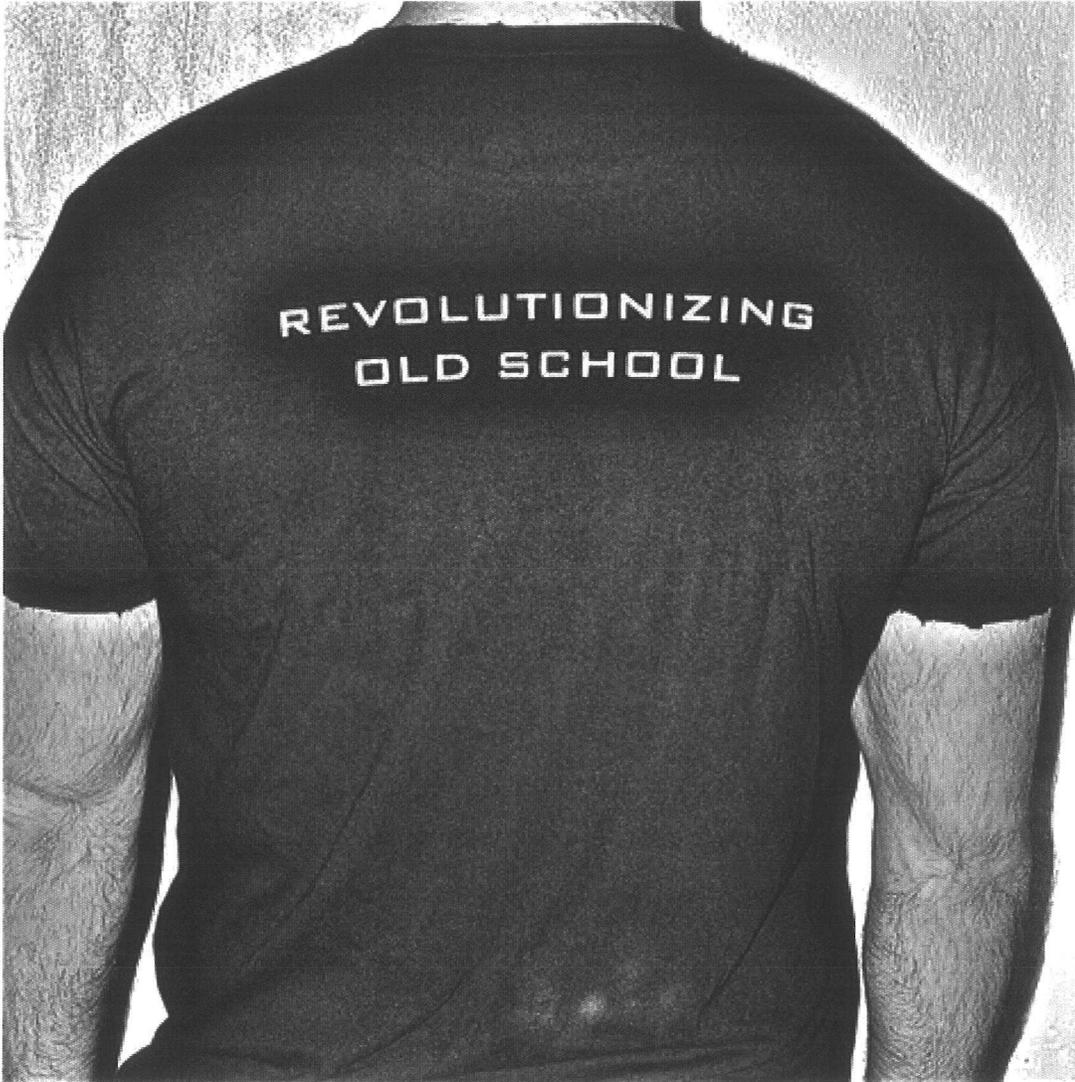
HYBRID0000662



HYBRID000663



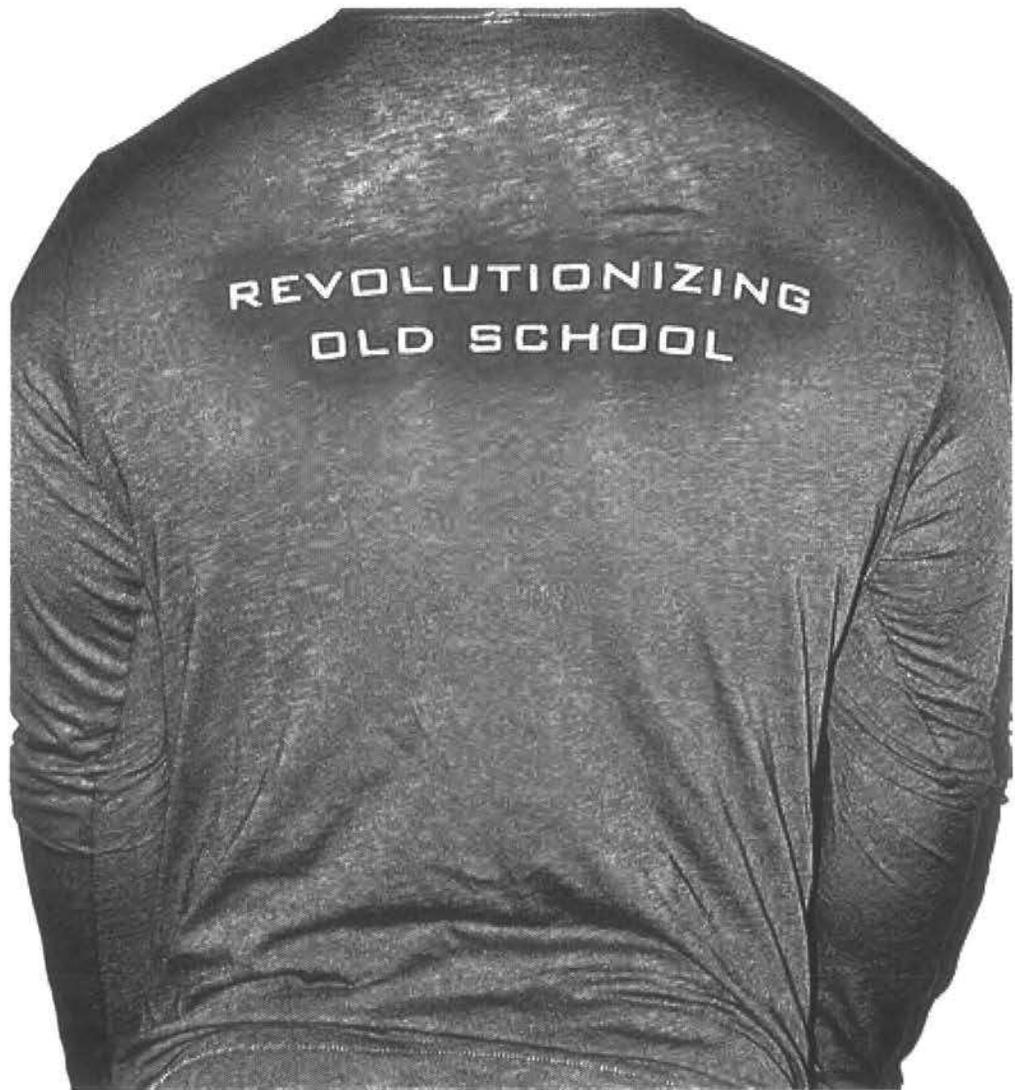
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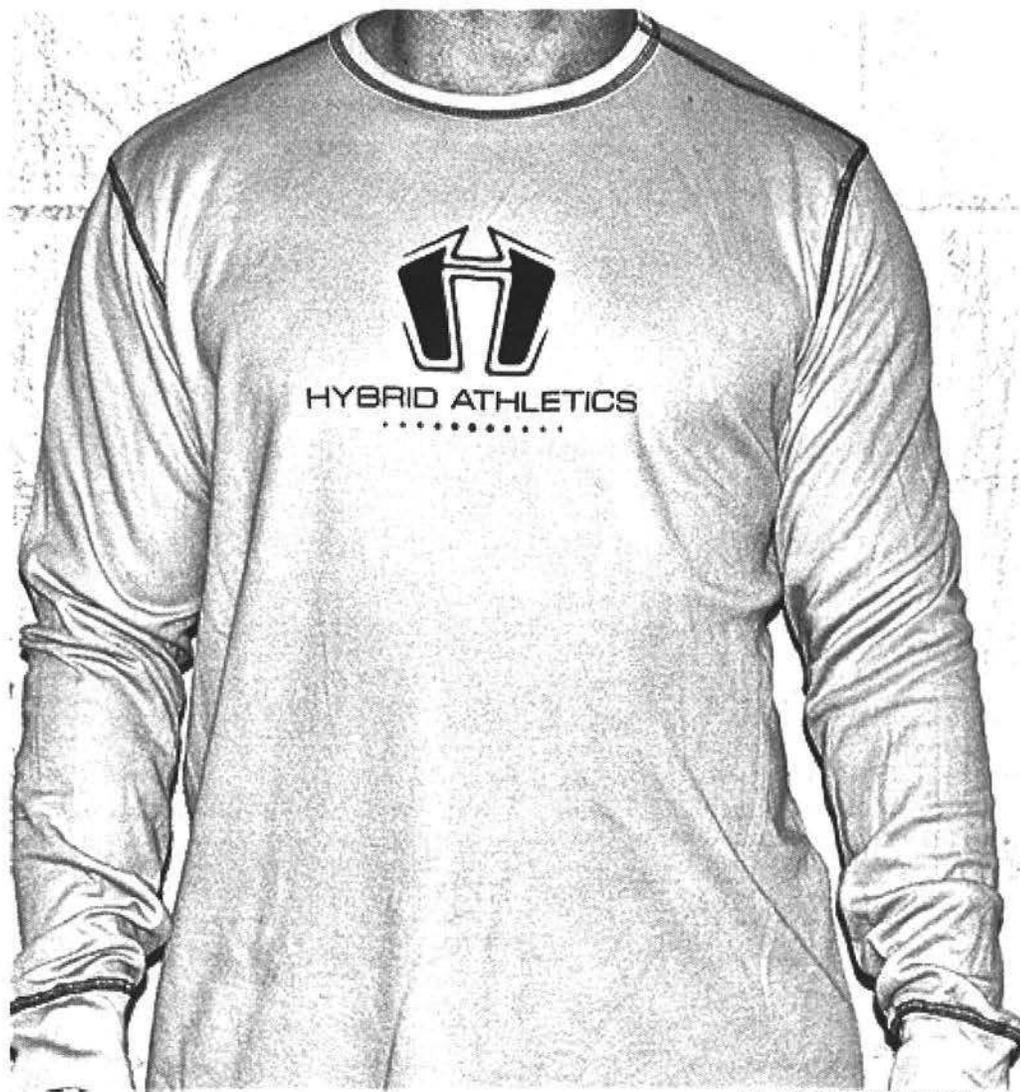
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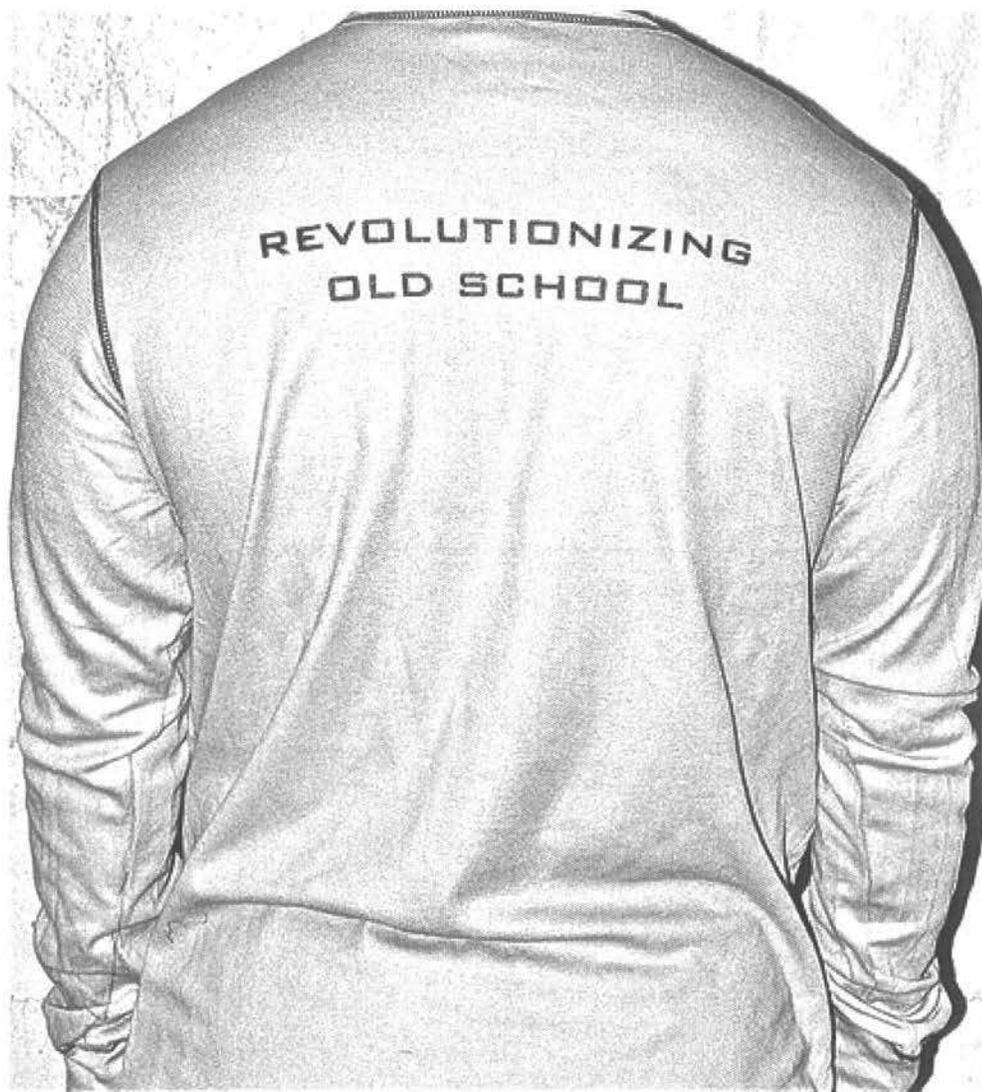
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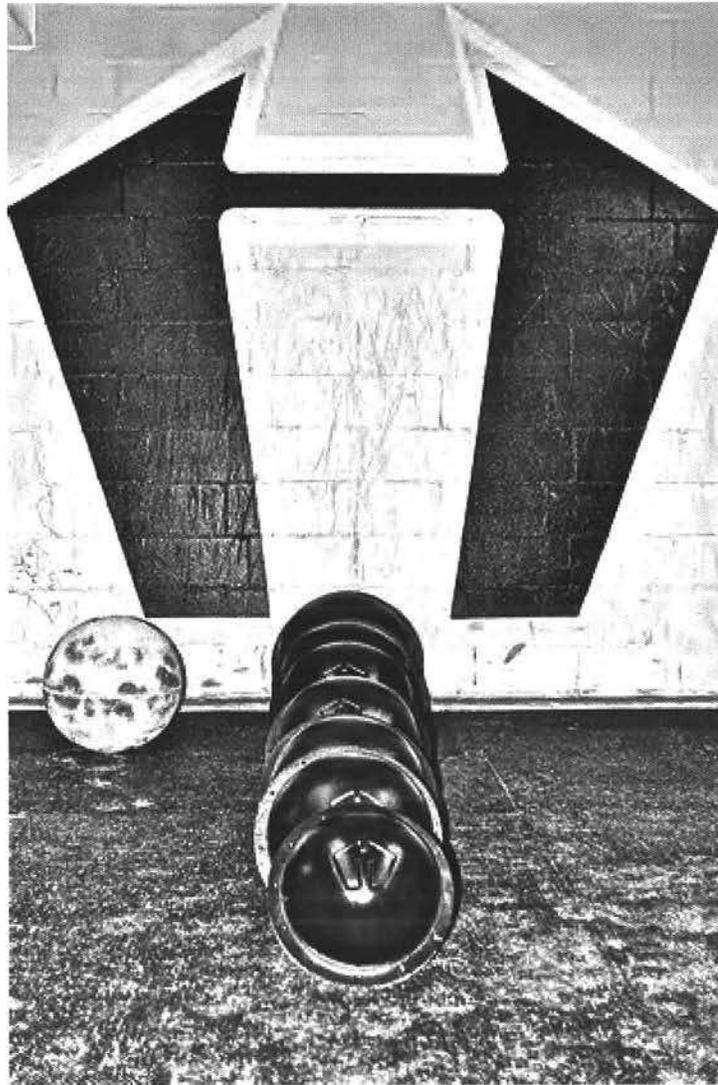
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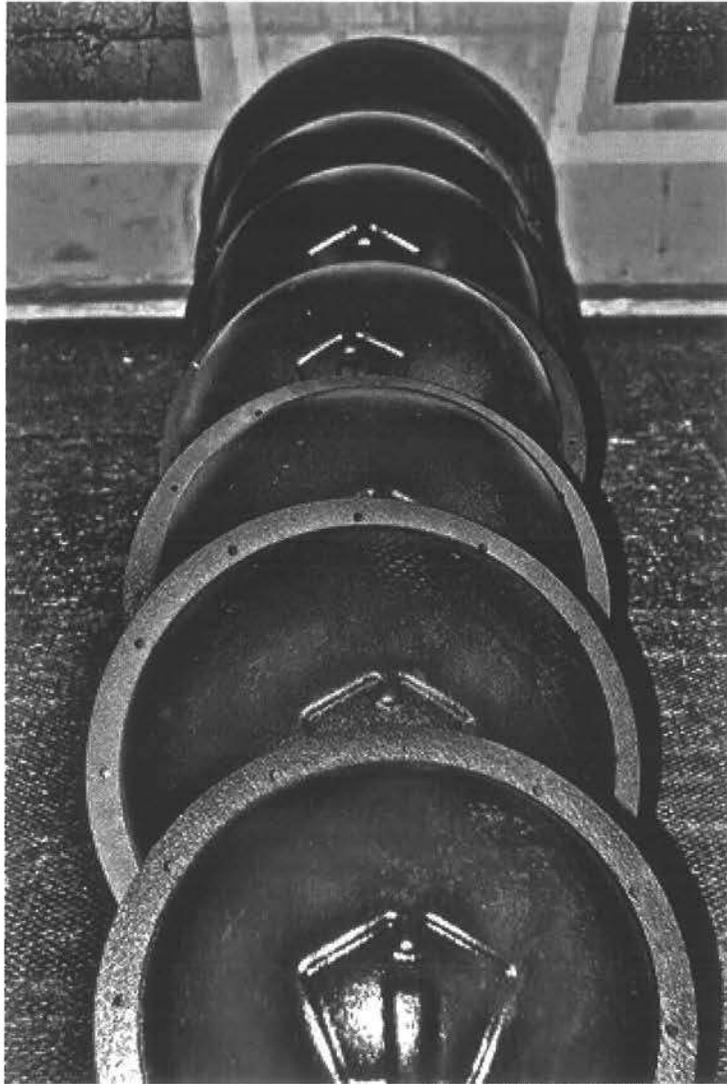
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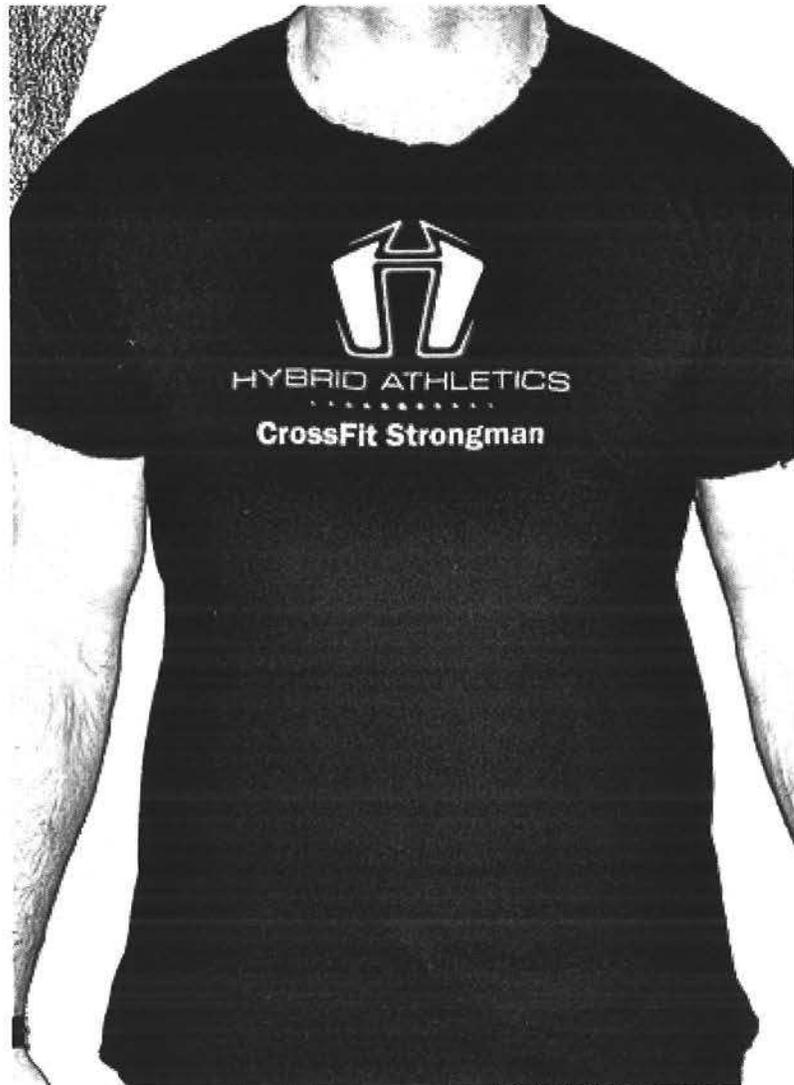
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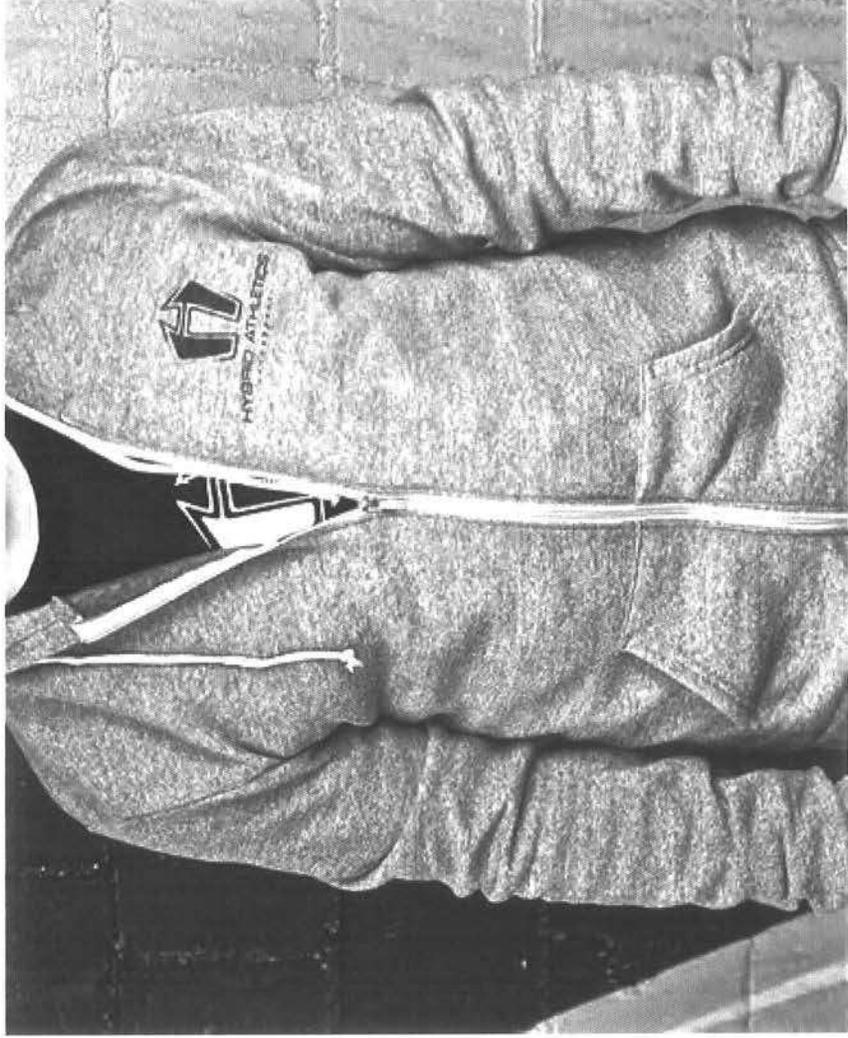
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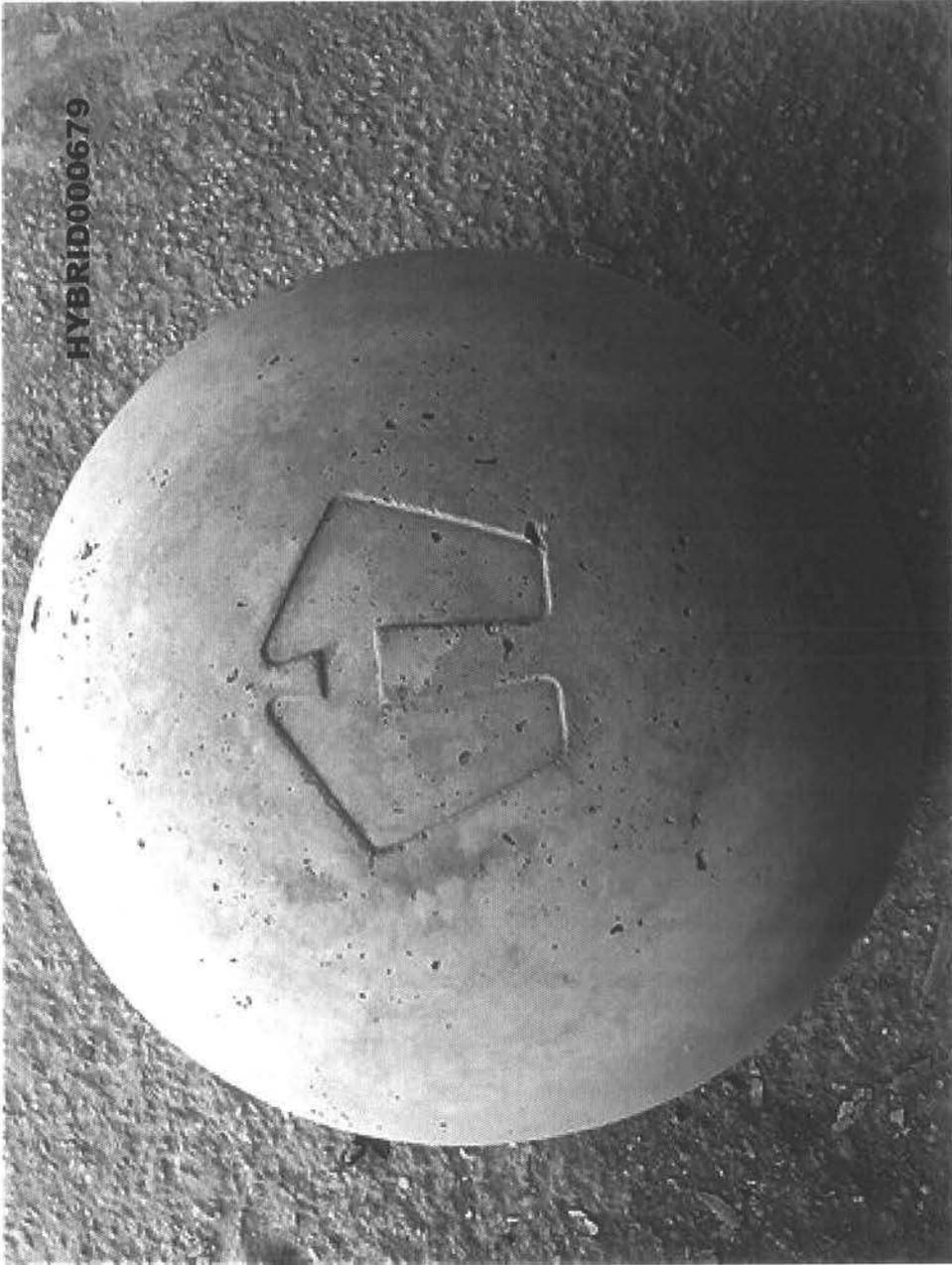
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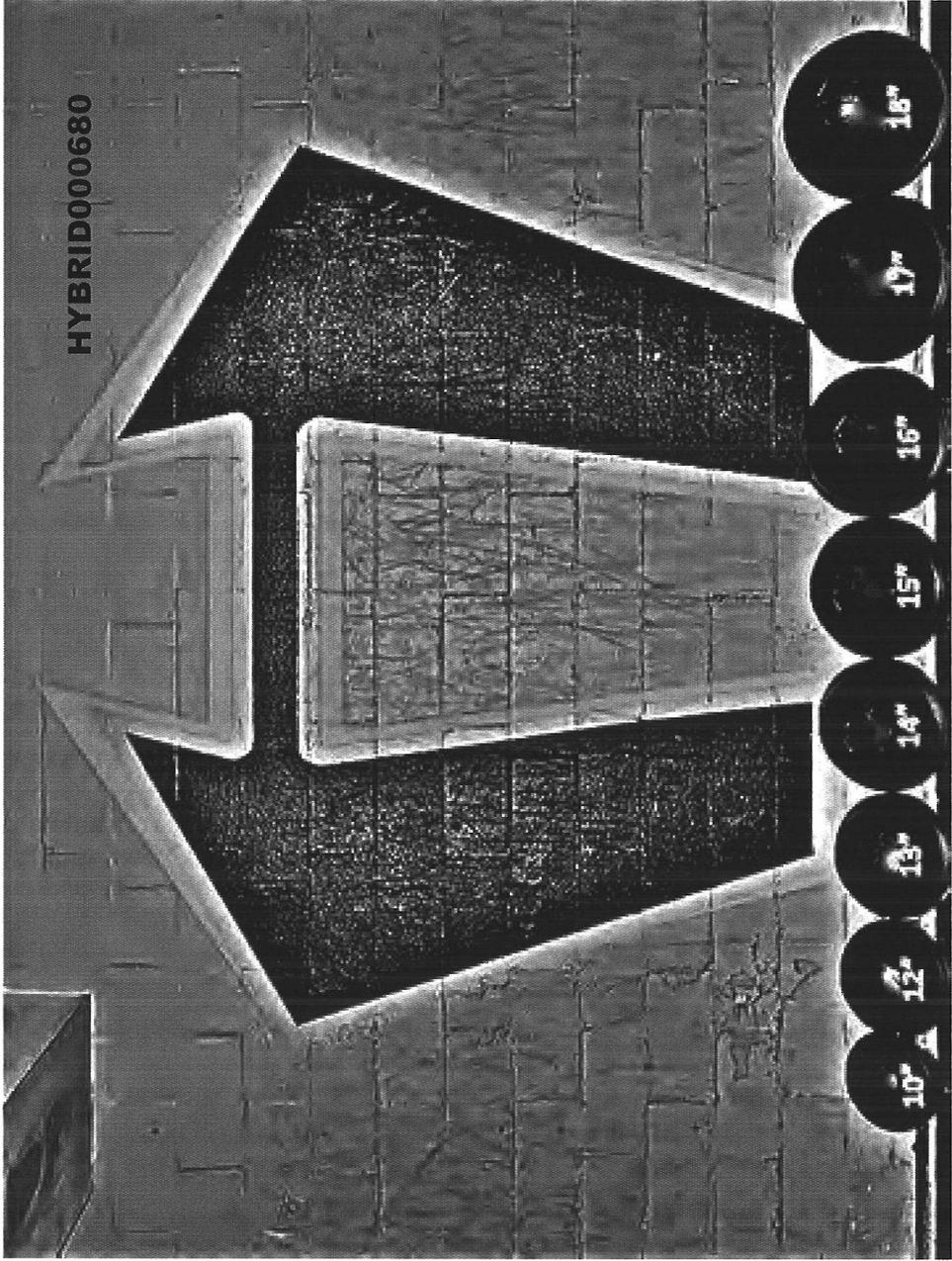


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13" dia. 93LB Hybrid Stone Mold	\$75.00	<input type="text" value="0"/>
14" dia. 116LB Hybrid Stone Mold	\$80.00	<input type="text" value="0"/>
15" dia. 142LB Hybrid Stone Mold	\$90.00	<input type="text" value="0"/>
16" dia. 173LB Hybrid Stone Mold	\$95.00	<input type="text" value="0"/>
17" dia. 207LB Hybrid Stone Mold	\$105.00	<input type="text" value="0"/>
18" dia. 246LB Hybrid Stone Mold	\$110.00	<input type="text" value="0"/>

Mold

Women's Hybrid Mold Set \$200.00

One Each: 10-12-13 + Free Shipping

Men's Hybrid Mold Set \$245.00

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Mammoth Hybrid Mold Set \$650.00

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Hybrid Stone Molds



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Availability: In stock

Product Name	Price	Qty
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14" dia. 116LB Hybrid Stone Mold	\$80.00	0
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One Each: 10-12-13 + Free Shipping

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EXHIBIT 8

From: Rob
To: Kosma, Michael J.
Subject: Fwd: [#MBC-137-15735]: Mold sales over time
Date: Friday, January 31, 2014 6:09:28 PM
Attachments: RobOrlandoStoneMold.xlsx
ATT00001.htm

Mike--

Here you go.

Please confirm.

Rob O

Sent from my iPhone

Begin forwarded message:

From: Rogue Fitness <team@roguefitness.com>
Date: January 31, 2014 at 5:31:46 PM EST
To: conanrules1@gmail.com
Cc: matt@roguefitness.com, bill@roguefitness.com
Subject: [#MBC-137-15735]: Mold sales over time
Reply-To: team@roguefitness.com

Rob,

The first date of sale for a Hybrid Stone Mold in our system is 11/18/2010.

I have attached a breakdown of the Hybrid mold sales by SKU over that time as well as a list of 1,562 ZIP codes (US and CA) that we have shipped Hybrid Stone Molds to over that time.

Let us know if there is anything else we can do for you.

Thanks,
Blake

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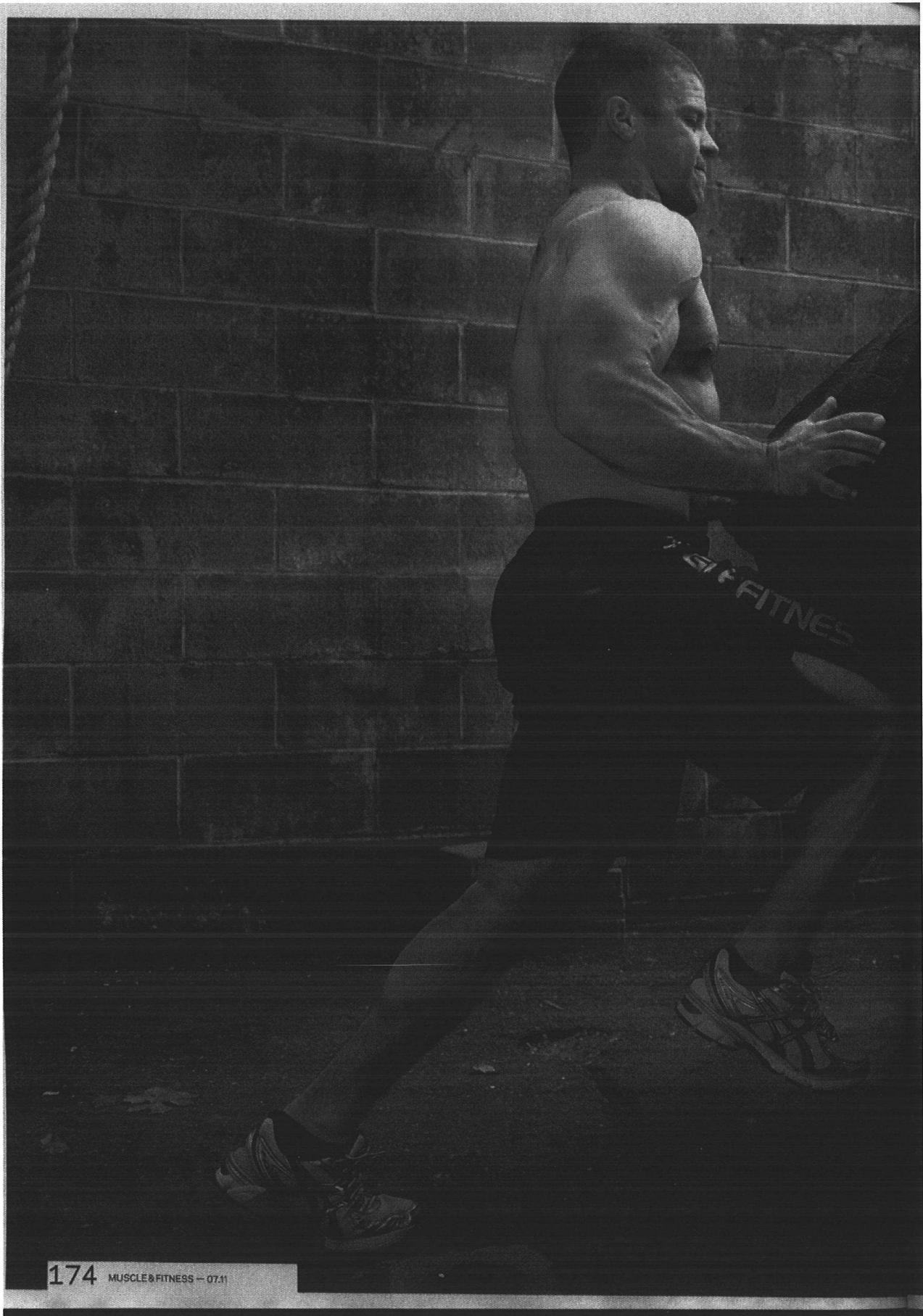
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THE KING OF CROSSFIT

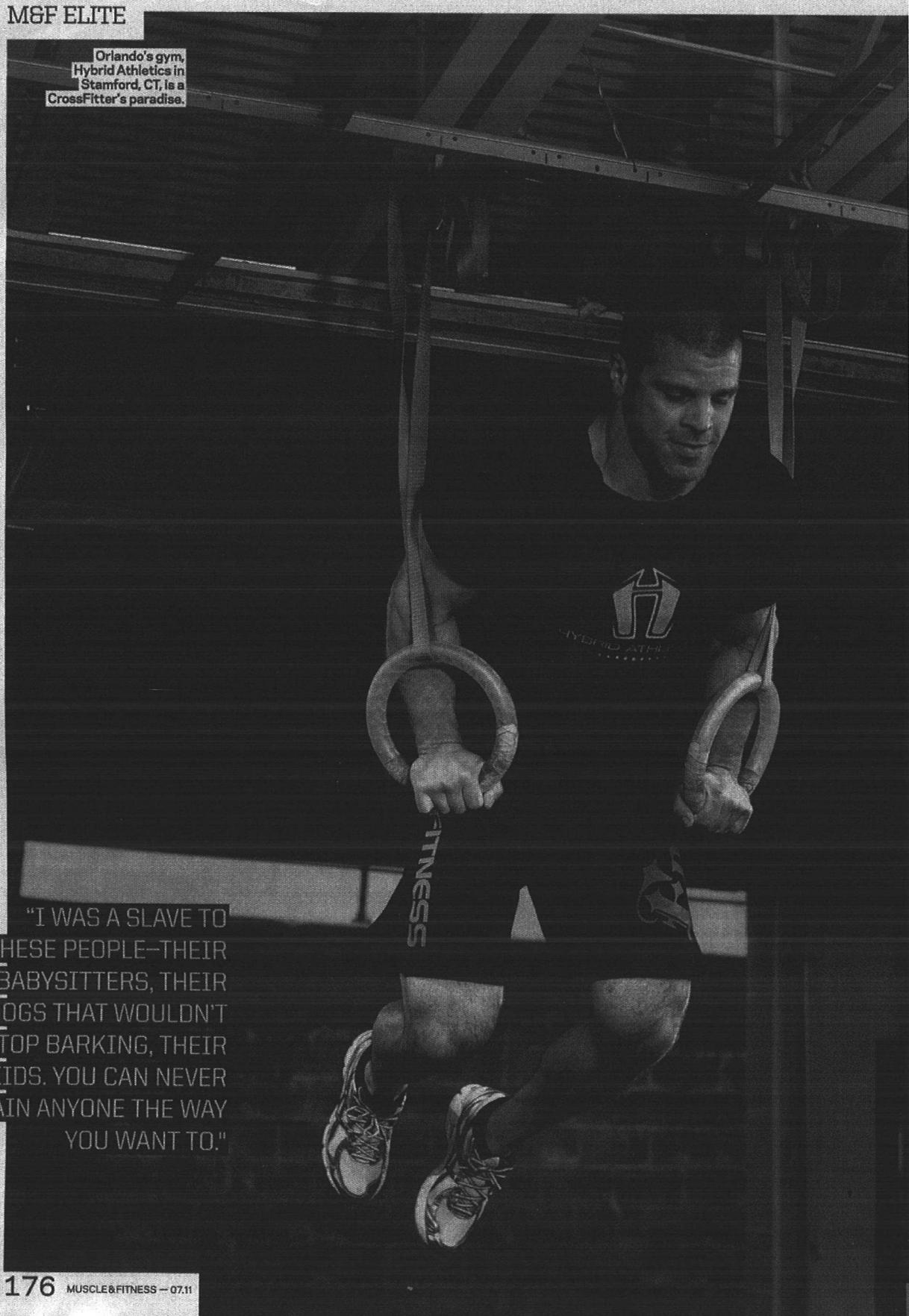
ROB ORLANDO WANTS YOUR
GRANDMOTHER TO FLIP TIRES.
HE MIGHT JUST BE ONTO SOMETHING.

BY ROB FITZGERALD

PHOTOGRAPHY BY ROB TRINGALI

M&F ELITE

Orlando's gym,
Hybrid Athletics in
Stamford, CT, is a
CrossFitter's paradise.



"I WAS A SLAVE TO
THESE PEOPLE—THEIR
BABYSITTERS, THEIR
DOGS THAT WOULDN'T
STOP BARKING, THEIR
KIDS. YOU CAN NEVER
TRAIN ANYONE THE WAY
YOU WANT TO."

Rob Orlando weighed less than 150 pounds when he graduated from high school. He played some football and worked himself to the bone in the gym, but recruiters aren't lining up for scrawny 5'8"

kids from Connecticut, regardless of how hard they compete or how much they love the game. For Orlando, it just wasn't happening. A lifelong love affair with training, however, was already well underway.

What college scouts never saw was what Orlando forged on the stone masonry and concrete crews where he labored throughout junior high and high school: his work ethic, tenacity, and willingness to take risks, both professionally and with massive weights over his head.

"I worked with this 80-year-old Italian stone mason who said cement mixers made you lazy," he says. "So every day, I was mixing cement in a wheelbarrow with a hoe as fast as he could lay brick, and I was loading it up and down scaffolding. I think that made me a little different from most teenagers."

KEEP PRESSING

The gym was a constant through high school and his college years at the University of Connecticut—where Orlando majored in exercise science—but there was always a plan, or so it seemed. An alternate track. An intention—one undefined for more than a decade—to do something more with what he loved, as opposed to simply remaining on some predetermined road to something he didn't want to do.

He kept getting stronger, adding weight at the rate of ten pounds a year. He kept working his ass off, never missing a workout, putting heavier and heavier weights over his head, to the point where he'd become a specialist in the field. He didn't know what the hell he wanted to do with his life, but he trained throughout college and the years that followed—including a short-lived suit-and-tie stint in medical sales—as though he wouldn't amount to anything if he didn't.

The personal trainer route came next, and Orlando quickly realized it wasn't what he'd envisioned. "I had an

in-home training company in Stamford, where I was traveling from house to house training people," he says. "I did that for five years, and I had the realization that at some point, I was going to take on a client who was younger than me, somebody who'd eclipsed what I was earning and who could afford my rate, and I didn't like that. I was a slave to these people—their babysitters, their dogs that wouldn't stop barking, their kids. You can never train anyone the way you want to."

INTERNET LEGEND

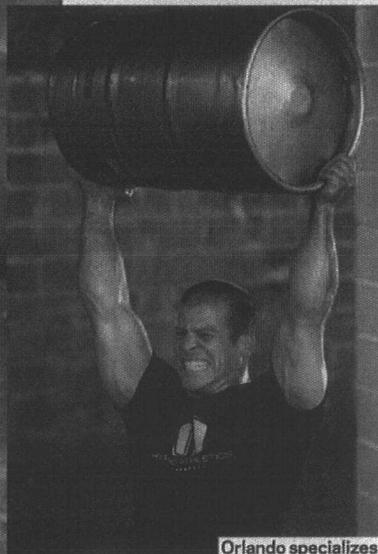
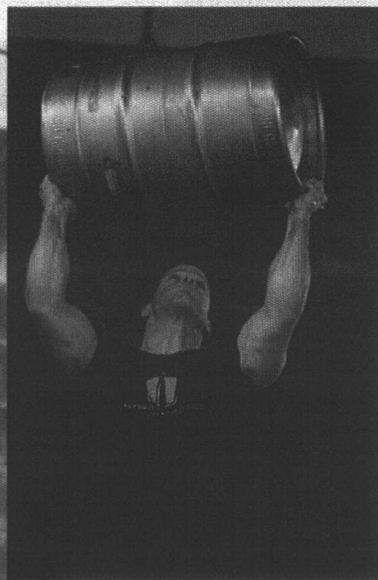
If you quit mixing cement in your wheelbarrow, you don't get paid. Quit carrying the yoke in a strongman competition, and maybe you won't pass out, fall flat on your face, and get scraped off the field like Orlando did in 2006. Take the easy way out, however, and you don't end up on YouTube cranking out reps of overhead presses with the fabled Inch Dumbbell—a thick-handled monstrosity most guys can't even budge off the ground, much less press overhead with a broken nose and fractured eye socket.

The Inch Dumbbell went up, and so did everything else Orlando wrapped his hands around: 365-pound axle cleans, massive log presses. North American weight class strongman records fell left and right whenever he competed. With all of it, every size- and logic-defying feat of strength was catalogued for posterity on YouTube, the videos taking on a life of their own on myriad fitness message boards and forums across the Internet.

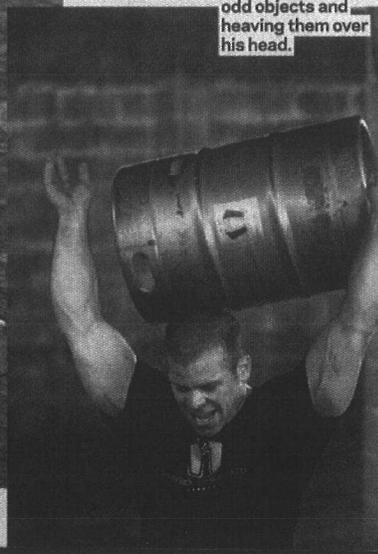
"I was going back to the soccer moms I was training," Orlando says, "and what I was doing in these contests had absolutely no relevance to them. I was training with Derek Poundstone and working out under the same axle for the same sets, and I didn't have anyone to share it with, so YouTube became my outlet. That was the only place I had any acceptance or notice."

HYBRID DREAMS

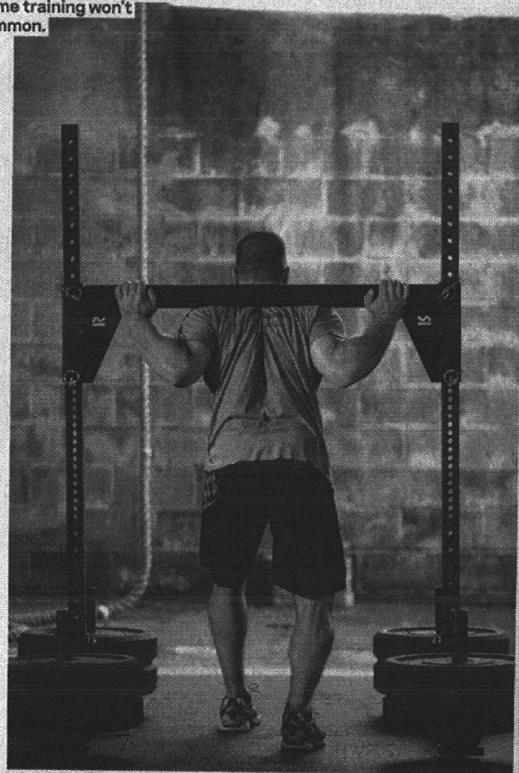
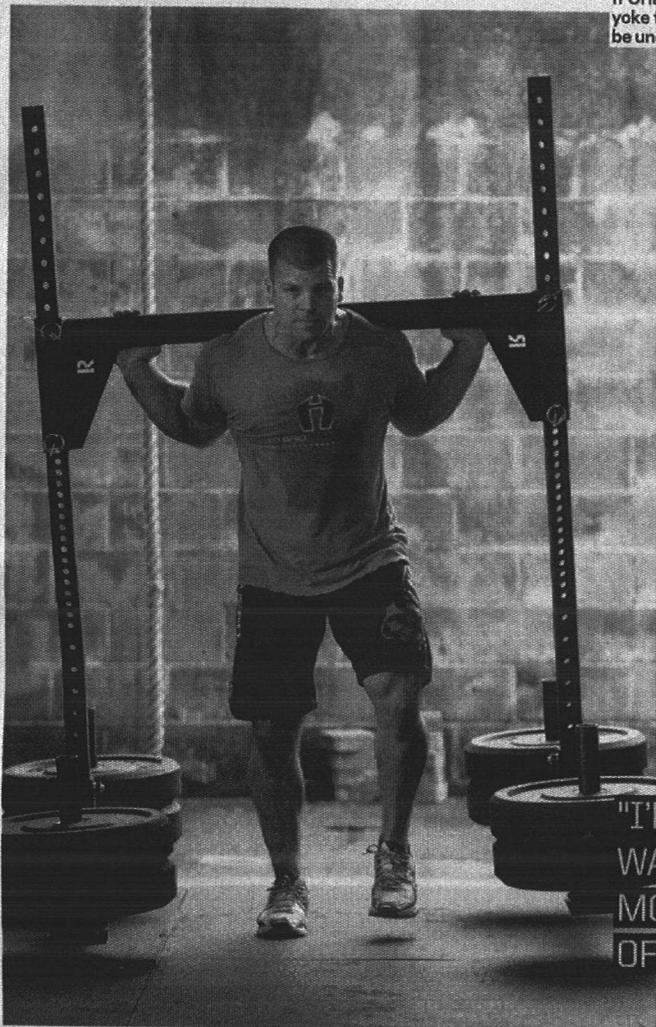
The problem with notice was that Orlando didn't know he'd been noticed by anyone, until a fortuitous breakfast with a client who didn't feel like training one particular morning. Frustrated



Orlando specializes in taking so-called odd objects and heaving them over his head.



If Orlando gets his way, yoke frame training won't be uncommon.



"I'M TRYING TO INTRODUCE A NEW WAY OF TRAINING—STRONGMAN MOVEMENTS—TO THIS HUGE GROUP OF PEOPLE."

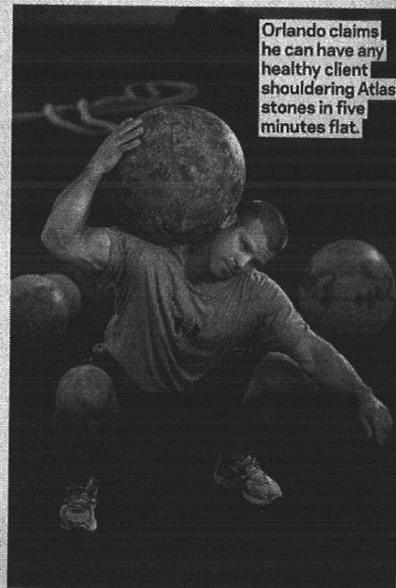
with his in-home training business and the limitations it represented to his still unformed—yet still pervasive—life plan, he vented to his client, a wealthy investment specialist.

"The guy says to me, 'You complain about every gym you've ever trained in. If you think you can do it better, what's stopping you?' I told him fifty grand was what was stopping me, so the guy writes me a check for fifty grand, and my jaw hits the floor. It was time to go find some space and make it happen."

Hybrid Athletics, his combination CrossFit/strongman gym in a decidedly un-Connecticut section of Stamford, is Orlando's dream come into focus. It's where he trained to finish a surprising 22nd in his first CrossFit Games in 2009, despite being stereotyped as a

one-dimensional strength specialist who eschewed endurance events. It's where he transformed himself into a favorite for the 2011 Games and where he trains everyone from stockbrokers to grandmothers. Most important, it's where he says he's going to change the way the world works out.

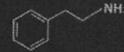
"We affiliated with CrossFit back at the end of 2008, and it's the best thing I've ever done," he says. "I know people love to knock CrossFit, but CrossFitters are so open to trying new stuff. They're the polar opposite of what so many other fitness communities are like in that sense. I'm trying to introduce a new way of training—strongman movements—to this huge group of people. It's a community that can influence and change the landscape of the fitness culture."



Orlando claims he can have any healthy client shouldering Atlas stones in five minutes flat.

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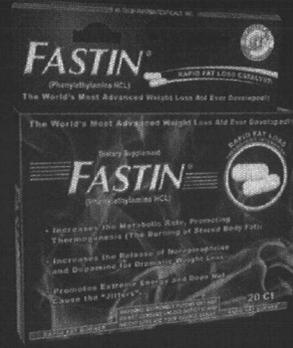
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HYBRID000058

A perfect hybrid: Orlando works with CrossFit, combining heavy lifts and traditional cardio.

"I'M TRYING TO STRIKE A BALANCE WITH ALL THE DIFFERENT THINGS I'M DOING, AND SHARE WHAT I LOVE."



STRONGMAN STARTER KIT

At Hybrid Athletics, Rob Orlando's specialty is turning on moderately fit Average Joes to the benefits of serious strongman training. If you can bench and squat your body weight for reps and deadlift 275 pounds, try this simple strongman medley Orlando uses with his beginner clients. Complete four rounds of this circuit as fast as you can.

EXERCISE	REPS
400-pound tire flip	4
125-pound (per hand) farmer's carry	75 FEET
140-pound Atlas stone to the shoulder	4

If you're ready for one of Orlando's legendary CrossFit workouts, see if you can beat the 18:09 mark he set with the program below.

EXERCISE	REPS
800 meter run	1
315-pound back squat	10
800 meter run	1
225-pound front squat	10
800 meter run	1
135-pound overhead squat	10

MOVEMENTS FOR THE MASSES

Orlando says strongman training is for everyone, and he means *everyone*. The key is scalability. Having a point of entry so everyone can be included in a greater community setting, with nobody shut out. "People want to use stones and logs and all the other great strongman stuff, but they can't because all the other conventional equipment out there is too heavy for them to start using, even without any weight on it." After seeing this limiting factor time and time again with clients, Orlando partnered with a metal fabricator, designing his own Hybrid Athletics equipment line that features "strongman products for the masses."

"We've got a 61-year-old woman who comes in here," he says, "and I started her off with a 30-pound stone on her shoulder, just to break down her fear. Five minutes later, she was up to a 60-pound stone. Is that not strongman? We're opening up a toy chest to people who would otherwise be denied."

It's a movement within a movement.

Love it or hate it, CrossFit boasts a massive international community, so when you make waves within its ever-expanding world—and Orlando certainly does—you're influencing the industry as a whole. That's his destiny, the one he knew he was headed for, yet couldn't quite put his finger on, all those years ago with his wheelbarrow, his hoe, and his 97-pound bags of cement. For Orlando, weights keep going up, only this time, he's shouldering the burden of changing the way we train. His new tattoo showing the word *Balance* across his rib cage—only three weeks old at the time of the photo shoot for this article—is telling.

"For me, everything is about balance. I'm trying to find it on so many different levels—as a father, a husband, a business owner, an athlete, an entrepreneur, an engineer, and a creative guy. I'm trying to strike a balance with all the different things I'm doing, and share what I love—teaching strongman and getting everyone involved—is exactly where I've always wanted to be." **MRF**

EXHIBIT 10

ANNUAL REPORT

For the Fiscal Year Ended March 31, 2011

American Media, Inc.

Delaware

*(State or other jurisdiction of
incorporation or organization)*

65-0203383

*(IRS Employer
Identification No.)*

1000 American Media Way, Boca Raton, Florida

(Address of principal executive offices)

33464

(Zip Code)

Telephone number, including area code:

(561) 997-7733

As of May 31, 2011, 10,000,000 shares of common stock were outstanding.

wholesalers properly deliver our publications and third-party publications to the correct rack locations at each retailer. DSI's sales and marketing services relate to various point of purchase services performed by DSI to increase our publications' and third-party publications' newsstand sales at retail locations.

In addition to the services DSI provides for our publications, DSI acts as a "category manager/front-end advisor" for approximately 47% (based on our estimates) of all new front-end racking programs. This represents approximately 51% (based on our estimates) of all the racks placed annually in the United States and Canada by supermarkets, drugstores, mass market chains and other high volume retailers for our category. DSI continues to leverage its network of field representatives, which are regularly in retail outlets performing its services, by expanding its services to provide merchandising, advertisement placements, resetting of rack programs and point of purchase information gathering services to consumer product companies outside the publishing industry. We continue to expand the distribution of our publications into specialty and niche retail accounts utilizing DSI's extensive retail relationships.

Approximately every three years, supermarkets and other retailers typically redesign their front-end racks, generally as part of store renovations or new store openings. As a "category manager/front-end advisor" DSI is selected by retailers to assist in coordinating the selection and positioning of magazines and overall front-end space on the retailers' racks. Publishers, including the Company, which are allocated space on a rack, enter into agreements directly with the retailer for the payment of fees (rack costs) or other charges with respect to that space. DSI uses its role as "category manager/front-end advisor" of new front-end rack programs initiated by retailers in the United States to achieve better placement of our publications and of the publications of DSI's third-party publishing clients.

Competition

DSI primarily competes with Time Warner Retail Services, Inc. and Comag Marketing Group, LLC (a joint venture between The Hearst Corporation and Condé Nast Publications, Inc.) in providing marketing and distribution services to magazine publishers.

CORPORATE/OTHER SEGMENT

Our Corporate/Other segment aggregates *Muscle & Fitness* and several other publications, publishing services, ancillary sales and corporate overhead.

While most of the publications aggregated in the Corporate/Other segment have certain similar products and services, production processes, type or class of customers and method of distribution as some of the other publications which are aggregated in the other reporting segments (Celebrity Publications, Tabloid Publications and Women's Health and Fitness Publications), their economic characteristics are dissimilar with such other publications. Accordingly, we have aggregated those publications in the Corporate/Other reporting segment.

Our publications in the Corporate/Other segment include the following titles, which have leading market positions in the categories they serve.

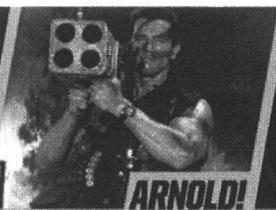
- *Muscle & Fitness* is the preeminent monthly fitness training magazine, appealing to exercise enthusiasts and athletes of all ages, especially those focused on resistance training, body fat control and sports nutrition. *Muscle & Fitness* has 71 years of brand equity and has served as a successful brand extension foundation for new titles. *Muscle & Fitness* has a total average monthly circulation of approximately 377,000 copies, including monthly subscriptions of 280,000 and newsstand copies of 97,000, and an estimated total monthly readership of 6.6 million.
- *Men's Fitness* is a leading health and fitness magazine published 10 times a year, for men 18-34 years old with active lifestyles. The magazine promotes a multi-training approach towards exercise and nutrition, while also offering information and advice in the areas of career, relationships, fashion and sports. *Men's Fitness* has a total average circulation per issue of approximately 593,000 copies, including subscriptions per issue of 499,000 and newsstand copies of 94,000, and an estimated total readership per issue of 8.4 million.
- *Muscle & Fitness Hers* is a bi-monthly magazine that delivers a competitive edge for expert training, nutrition, health, beauty and fashion tips for today's woman. *Muscle & Fitness Hers* has a total average bi-monthly circulation of approximately 91,000 copies per issue including monthly subscriptions of 27,000 and newsstand copies of 64,000 and an estimated total bi-monthly readership of 455,000.
- *Flex*, which was spun off from *Muscle & Fitness* in 1983, is a monthly magazine devoted to professional bodybuilding.

EXHIBIT 11

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