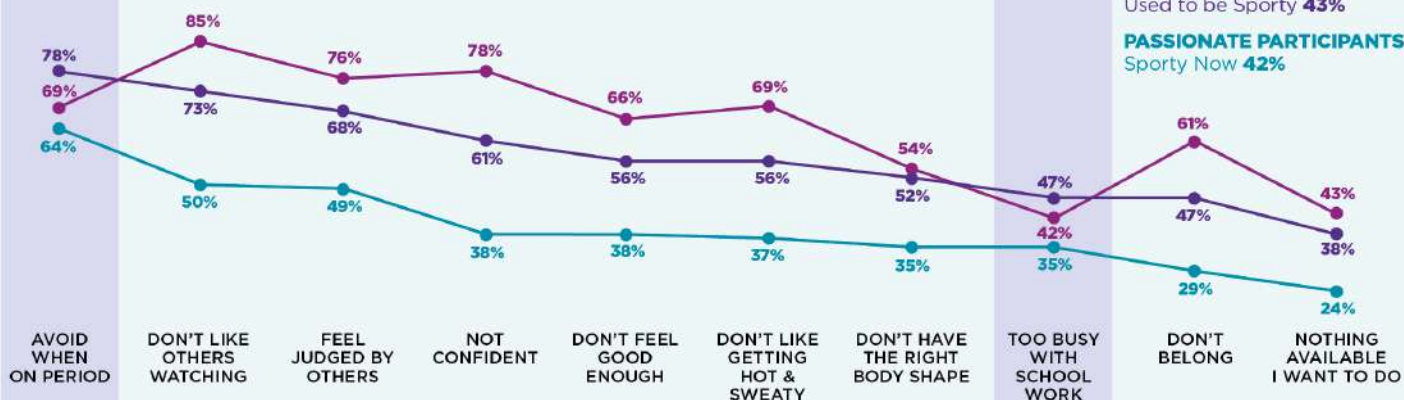


BARRIERS TO SPORT AND EXERCISE



THE UNINSPIRED
Never Sporty 15%

THE MISSED OPPORTUNITY
Used to be Sporty 43%

PASSIONATE PARTICIPANTS
Sporty Now 42%