

FITNESS IS A JOURNEY, NOT A DESTINATION

45 YEARS

You MUST CONTINUE FOR THE REST OF YOUR life

DR. KENNETH H. COOPER

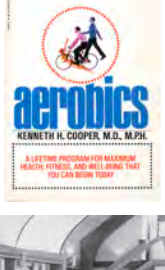
1960s

- 1964 Preventive medicine pioneer, Dr. Kenneth H. Cooper, develops the 12-minute and 1.5-mile fitness tests and the Aerobics Point System while in the U.S. Air Force working with NASA.
- 1966 Dr. Kenneth H. Cooper first coins the term "aerobics."
- 1968 Dr. Kenneth H. Cooper creates a worldwide fitness revolution with the publication of his international best-selling book *Aerobics*.



1970s

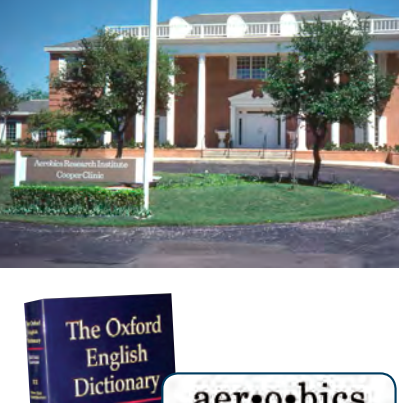
- 1970 Dr. Kenneth H. Cooper uses his aerobics program to lead the Brazilian soccer team to a World Cup victory.
- 1970 To advance research on the benefits of aerobic exercise, Dr. Kenneth H. Cooper establishes The Cooper Institute 501(c)(3) in June.
- 1970 Cooper Clinic opens its doors in December. The first patient was a city councilman from Mesquite, Texas.
- 1971 Dr. Kenneth H. Cooper purchases the Nichols Mansion and establishes Cooper Aerobics Center.
- 1971 The Medical Board of Censors questions Dr. Kenneth H. Cooper's use of treadmill stress testing but later recognizes benefits to early prevention.



- 1972 Cooper Fitness Center, originally named the Aerobics Activity Center, is built as an extension to the Nichols Mansion.

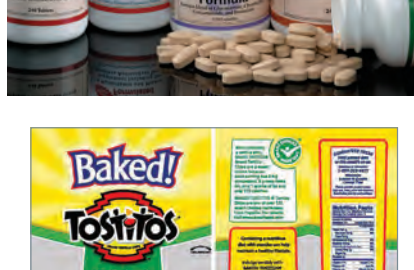
1980s

- 1982 After a devastating fire in January 1981, Cooper Fitness Center reopens.
- 1982 The Cooper Institute develops FitnessGram®—the first "student fitness report card" in an effort to improve school physical education programs and bring awareness to children's health.
- 1982 *The London Times* names Dr. Kenneth H. Cooper one of the 75 greatest people in the preceding two decades.
- 1984 Cooper Hotel is established to offer Cooper Clinic patients a place to stay during their physical exams.
- 1985 Cooper Aerobics Center expands to include the In-Residence Program, now Cooper Healthy Living.
- 1986 The Oxford English Dictionary first publishes the official definition of the word "aerobics" as submitted by Dr. Kenneth H. Cooper.
- 1988 Dr. Kenneth H. Cooper begins seeing a new patient, President George W. Bush.
- 1989 The *Journal of the American Medical Association* publishes The Cooper Institute's landmark study scientifically proving being fit—as measured by the treadmill stress test—decreases your risk for all-cause mortality by 58 percent.



1990s

- 1995 Tyler Cooper, Dr. Kenneth H. Cooper's son, joins the Cooper Aerobics staff and spearheads corporate wellness consulting, now a stand-alone entity, Cooper Wellness Strategies.
- 1998 Recognizing the need for physician-formulated vitamins and supplements, Cooper Complete vitamin supplement line launches.
- 1998 Cooper Spa opens, making it the eighth entity to be added to the family of companies.



2000s

- 2001 Dr. Kenneth H. Cooper is offered and declines the position of U.S. Surgeon General, choosing instead to continue his life's work at Cooper Aerobics. In 2006, he declined a second offer.
- 2002 Dr. Kenneth H. Cooper collaborates with PepsiCo to eliminate trans fats from the Frito-Lay® snack line, creating an international wave other companies have followed.
- 2002 Widely known as "the father of aerobics," Dr. Kenneth H. Cooper and *Aerobics* are featured as a game show question on "Who Wants to be a Millionaire."
- 2006 Cooper Fitness Center and Spa at Craig Ranch in McKinney, Texas, opens.



- 2007 Drs. Kenneth and Tyler Cooper release their first book together, *Start Strong, Finish Strong*.
- 2007 Passionate about combating childhood obesity, Dr. Kenneth H. Cooper spearheads legislation to implement the FitnessGram® fitness assessment tool throughout Texas schools.
- 2007 The President's Council on Physical Fitness presents Dr. Kenneth H. Cooper with the organization's first Lifetime Achievement Award.
- 2009 Aerobics continues to find its way into popular culture as the answer to a *Final Jeopardy!* question.
- 2011 The Cooper Institute develops the Healthy Zone School Recognition Program (HZSRP) and debuts it in partnership with the United Way of Metropolitan Dallas. By 2015, HZSRP has touched more than 75,000 North Texas students across 14 school districts.
- 2011 Cooper Aerobics launches a new campaign challenging America to *Get Cooperized™*.
- 2011 The Cooper Institute partners with United Way to develop Healthy Zone, a fitness recognition program in 14 school districts across Dallas-Fort Worth.
- 2011 Cooper Spa introduces its new look and private-label product line, Beautiful Fit™.



Steps to Get Cooperized

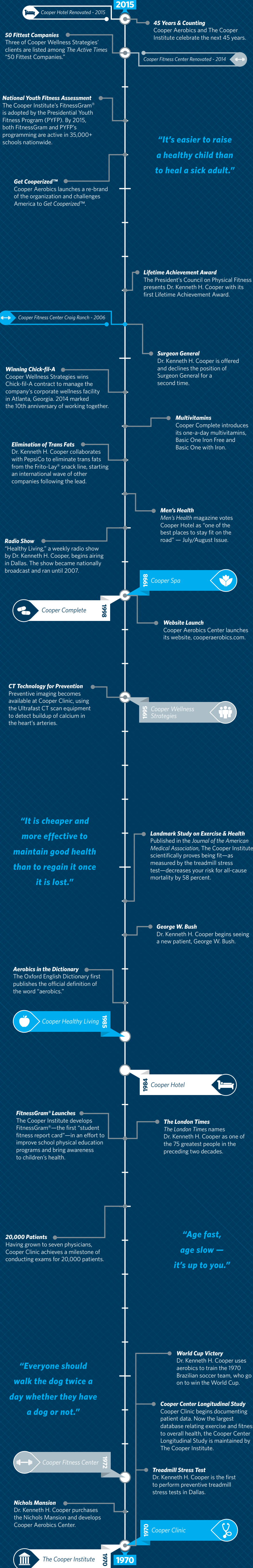
- Maintain a **Healthy Weight**
- Make **Healthy Food Choices** most of the time
- Exercise** most days of the week
- Take the **Right Supplements** for you
- Do Not Use Tobacco**
- Control Alcohol**
- Manage Stress**
- Get a comprehensive **Physical Exam**

- 2012 The Cooper Institute's FitnessGram® is adopted by The Presidential Youth Fitness Program (PYFP). By 2015, both FitnessGram and PYFP's programming are active in more than 35,000 schools nationwide.
- 2012 Dr. Tyler Cooper is named board president of the Dallas Division of the American Heart Association.
- 2012 Research from The Cooper Institute in collaboration with UT Southwestern Medical Center shows that individuals who are fit at midlife have fewer chronic diseases and health complications in their Medicare years.
- 2012 The American Heart Association presents its Chairman's Award honoring excellence in volunteer service to Dr. Kenneth H. Cooper for his many contributions to the mission of enhancing cardiovascular health.
- 2013 Three of Cooper Wellness Strategies' clients are listed in the "50 Fittest Companies" by *The Active Times*: National Instruments (#2), Chick-fil-A (#22) and Devon Energy (#41).
- 2013 The Cooper Institute publishes an important paper in the *Annals of Internal Medicine* revealing findings that fit individuals are 36 percent less likely to develop Alzheimer's disease in later life as compared to unfit individuals.



- 2014 Cooper Fitness Center completes its \$7.5 million renovation—offering members more than 50,000 square feet of indoor facilities including luxurious locker rooms, new training studios, state-of-the-art equipment and more.
- 2014 Dr. Tyler Cooper is named President and CEO of Cooper Aerobics.
- 2015 Dr. Kenneth H. Cooper is inducted into the National Football Foundation Leadership Hall of Fame.
- 2015 Cooper Hotel celebrates the completion of its million dollar renovation. All 61 guest rooms, two of the 900-plus square foot meeting rooms, the outdoor pool area and corridors were refreshed.
- 2015 Forty five years in the making, the Cooper Center Longitudinal Study (CCLS)—managed by The Cooper Institute—now houses 1.8 million person years of data collected by recording treadmill stress test results of more than 110,000 Cooper Clinic patients.
- 2015 Marking 45 years of leadership in the international physical fitness movement, Cooper Aerobics Center and The Cooper Institute celebrate the next 45 years!





"It's easier to raise a healthy child than to heal a sick adult."

"It is cheaper and more effective to maintain good health than to regain it once it is lost."

"Age fast, age slow — it's up to you."

"Everyone should walk the dog twice a day whether they have a dog or not."

Cooper Aerobics™



Established 1970