

Rollin A. Ransom [*Pro Hac Vice*]
Lauren M. De Lilly [*Pro Hac Vice*]
SIDLEY AUSTIN LLP
555 West Fifth Street, Suite 4000
Los Angeles, CA 90013
Telephone: 213.896.6047
Email: rransom@sidley.com
ldelilly@sidley.com

Bradlee R. Frazer, ISB No. 3857
D. John Ashby, ISB No. 7228
William K. Fletcher, ISB No. 7950
HAWLEY TROXELL ENNIS & HAWLEY LLP
877 Main Street, Suite 1000
P.O. Box 1617
Boise, ID 83701-1617
Telephone: 208.344.6000
Facsimile: 208.954.5200
Email: bfrazier@hawleytroxell.com
jashby@hawleytroxell.com
wfletcher@hawleytroxell.com

Attorneys For Plaintiff/Counterclaim Defendant
Bodybuilding.Com, LLC

UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF IDAHO

BODYBUILDING.COM, LLC, a Delaware
Limited Liability Company,

Plaintiff,

vs.

PhD FITNESS, LLC, a California Limited
Liability Company; JIM STOPPANI, an
Individual,

Defendants.

Case No. 1:16-cv-00271-EJL-CWD

DECLARATION OF CHRIS OLSEN IN
SUPPORT OF PLAINTIFF/COUNTERCLAIM
DEFENDANT'S OPPOSITION TO
DEFENDANTS/COUNTERCLAIMANTS'
MOTION FOR PRELIMINARY INJUNCTION

PhD FITNESS, LLC, a California Limited Liability Company; JIM STOPPANI, an Individual,

Counterclaimants,

vs.

BODYBUILDING.COM, LLC, a Delaware Limited Liability Company,

Counterclaim Defendant.

DECLARATION OF CHRIS OLSEN

I, Chris Olsen, declare as follows:

1. I am Chief Financial Officer at Bodybuilding.com. I submit this declaration in support of Plaintiff/Counterclaim Defendant Bodybuilding.com, LLC's ("Bodybuilding.com") Opposition to Defendants/Counterclaimants PhD Fitness, LLC's ("PhD Fitness") and Jim Stoppani's ("Stoppani") Motion for Preliminary Injunction. I have personal knowledge of the facts set forth below, and can and will testify thereto if called as a witness in this action.

2. I have been employed by Bodybuilding.com since January 2, 2013. In my current position as Chief Financial Officer, I am familiar with and regularly review Bodybuilding.com's financial reports, including its profits attributable to sales of products through its online retail website.

3. I am familiar with and have reviewed financial records regarding Bodybuilding.com's profits attributable to sales of the JYM products. From May of 2015 until May of 2016, the final year of the parties' Development Agreement, Bodybuilding.com realized approximately \$20.2 million in gross profits from sale of JYM-branded products. In addition, for the period January 2015 through 2016 year-to-date, Bodybuilding.com made \$47 million in additional gross sales of products purchased by customers who simultaneously purchased a JYM product.

Loss of JYM product sales also results in a significant loss of future revenue associated with these adjacent sales and the lifetime value of new customers acquired.

I declare under penalty of perjury under the laws of the United States of America and the State of Idaho that the foregoing is true and correct.

Executed on this 23 day of September, 2016 in Boise, Idaho.

A handwritten signature in black ink, appearing to read "C. Olsen", written over a horizontal line.

Chris Olsen