

**FOR IMMEDIATE RELEASE**

**Body Bar Systems Managing Director to Get Fit**  
***Final Results will Result in Donation to Augie's Quest to Cure ALS***

BOULDER, Colo. – February 14, 2008 - Body Bar Systems, Inc., a premier fitness company specializing in products and educational tools for fitness enthusiasts of all ages and abilities, announced today that its managing director has made a three-month commitment to increase his fitness and decrease his body fat percentage, focusing on a sensible diet and using Body Bar Systems' products.

Although Tim Riley has worked in the fitness industry for six years, his weight is at an all-time high and his body fat percentage has reached 25.5%.

"It's ironic that I have become progressively less fit while working in the fitness industry," comments Tim. "I simply started working more hours and just did not find the time to get to the gym or to the trail."

For every percentage point of body fat that Tim loses, he will personally donate \$10. to Augie's Quest, honoring fitness pioneer Augie Nieto, which will go toward finding a cure for amyotrophic lateral sclerosis (ALS), more commonly known as Lou Gehrig's disease. If he meets his goal, Tim will personally donate \$115. and Body Bar Systems will match that donation. Everyone is welcome to email a pledge for Augie's Quest to Tim at [tim@bodybars.com](mailto:tim@bodybars.com).

"I know its not a huge amount of money, but just think about the impact of hundreds or thousands of people doing the same thing - getting fit and giving back at the same time," added Tim.

Because Tim knows that the Body Bar is truly the master tool for functional training, he has committed to using the Body Bar and the award-winning Body Bar Flex as key tools to fitness.

"I will use Body Bars, Body Bar Flex and other products that Body Bar Systems carries, such as the P.A.S.T., BOSU balance trainers, the Step, and stability balls," said Tim. "Cardio, including running, biking, and hiking will also be a large part of my workouts. I believe that stretching and yoga should be incorporated into any fitness routine, so I will include those as well. One last thing that I'm allowing myself is my own body weight. I will do pull-ups and pushups to supplement my training."

To measure his progress, Tim's body fat content percentage will be taken in the Body Bar Systems booth during IHRSA's 27th Annual International Convention and Trade Show, March 5-8 in San Diego. Tim plans to transition into maintenance mode on April 7, three months after his initial start.

### **Follow Tim's Blog**

Everyone is encouraged to follow Tim's journey toward a healthier life by viewing his blog at <http://www.bodybar.com/Tims-Three-Months-to-Fit>

. Tim will be working out to some of the Body Bar DVDs for the first time, and he will write about his experiences. Follow Tim's struggles with cravings for his beloved cheese and beer. Blog readers are welcome to make comments or join him and provide their own progress reports via the blog.

### **About ALS**

Every year, an estimated 5,000 Americans learn they have ALS, though its causes are still unknown and no cure exists. The devastating motor neuron disease causes the progressive weakening and ultimate paralysis of all the voluntary muscles in the body. Survival is typically three to five years from the time of diagnosis.

### **About Augie's Quest**

Augie Nieto has touched the lives of many in a multitude of ways. He is one of the most successful innovators in the U.S. fitness industry. At the age of 19, Augie bought the marketing rights to the Lifecycle exercise bike. Then in 1980, he co-founded Lifecycle, Inc., and over the next 20 years, the company, now called Life Fitness, Inc., repeatedly multiplied in size under his leadership and grew to be the largest commercial manufacturer of fitness equipment in the world. Augie currently serves as chairman of Octane Fitness, and as an operating advisor to North Castle Partners. He is on the boards of several companies, including Grand Expeditions and Quest Software.

In March 2005, Augie was diagnosed with amyotrophic lateral sclerosis, more commonly known as Lou Gehrig's disease. Drawing strength from his family, friends and a flood of supportive e-mails, Augie maintains a positive attitude and continues to lead an active life. To learn more about Augie's Quest, go to [www.augiesquest.org](http://www.augiesquest.org).

### **About Body Bar Systems, Inc.**

Founded in 1987, Body Bar Systems provides the infinite workouts and solid educational tools that fitness enthusiasts of all ages and abilities still choose after almost 21 years - because they work. The company has created a strong presence through the original weighted fitness bar, The Body Bar<sup>®</sup>, the award-winning Body Bar Flex<sup>™</sup>, and the extensive "Master Your Body" DVD

series of workout programs. Body Bar Systems is committed to enhancing the fitness and well being of the world by providing quality products and education with passion, integrity, and fun. Body Bar Systems is a member of the IHRSA network. [www.bodybar.com](http://www.bodybar.com) 1-800-500-2030.

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