



Fitness Anywhere

FOR IMMEDIATE RELEASE

Fitness Anywhere Responds to Industry-Wide Demand, Unveiling Anchoring Solutions for Innovative TRX® Suspension Trainer®

Launch of Versatile Anchoring Systems Proves Timely, As More Health Clubs and Athletic Training Centers Realize the Significant Potential of Suspension Training®

SAN FRANCISCO, Feb. 25, 2008 – Fitness Anywhere, Inc., the company responsible for pioneering Suspension Training® and establishing it as arguably the most practical and effective functional fitness method available today, has unveiled a line of versatile anchoring solutions for its popular line of TRX® Suspension Trainer® products.

The launch of the anchoring systems comes at a perfect time, as more athletic training facilities and mainstream health clubs are creating dedicated functional training spaces and want to implement personal and group fitness applications based on the TRX Suspension Trainer.

“While finding a place to hang up a single TRX is easy, we were getting a lot of requests to create a solution for training facilities who want to use the TRX for both small and large group fitness applications,” said Randy Hetrick, Founder and President of Fitness Anywhere, Inc. “With our new commercial anchoring solutions, trainers and clubs can now maximize the potential of Suspension Training.”

Underscoring the growth of Suspension Training as a highly-effective group training alternative is TRX BodyWeb, the latest group training attraction offered by Crunch to its members. BodyWeb was developed through a collaboration between Fitness Anywhere and the exercise innovators at Crunch and has been receiving rave reviews from Crunch members.

“Crunch is known for its innovative and unique programming and the BodyWeb class with TRX is no exception,” said Donna Cyrus, Senior Vice President of Programming for Crunch. “We see Suspension training as one of the biggest trends in fitness right now as members are looking for new ways to challenge themselves during their workouts. With Fitness Anywhere’s anchoring options, we’re able to roll-out the successful BodyWeb class to gyms in all of our markets.

Following is a breakdown of these anchoring solutions now available and on display at the upcoming IHRSA show in San Diego:

TRX Multimount™ – Supporting from three to six users simultaneously, this gym-quality modular wall-mounted system is ideal for group training applications. The unit extends 30-inches from the wall, allowing for maximum range of motion in performing the myriad of exercises available with the TRX Suspension Trainer. Multiple units can be mounted adjacent to one another, creating a continuous training station for as many users as the desired span of wall will allow. The TRX Multimount may also serve as a pull-up station, a mount for heavy bags and provides overhead storage for up to four Swiss Balls per section.

More...

Fitness Anywhere Unveils Anchoring Solutions

Page Two

TRX X-Mount™ – Designed to support both individual and small group training applications, the TRX X-Mount allows for the most-efficient attachment of the TRX Suspension Trainer when mounted to walls or overhead beams. Anchors 1-2 TRXs when mounted to concrete walls or vertical studs; and 1-4 TRXs when mounted to overhead beams or concrete roofs.

TRX Suspension Frame™ – The optimal solution for commercial fitness environments and elite training facilities, the TRX Suspension Frame is designed with group training classes in mind. The modular truss system allows for a lateral width ranging from 10 ft. to 30 ft. depending on the number of truss extensions employed, accommodating 10-24 users simultaneously. The Suspension Frame creates a dedicated functional training zone ideal for TRX Group Fitness classes and which also supports multi-user pull-up stations, Bosu integration, resistance band attachments, Swiss ball and heavy ball training and other great functional fitness tools,

About the TRX Suspension Trainer

The TRX® is an adjustable training harness whose patented design is constructed of soft industrial strength nylon webbing that is non-elastic. Users leverage gravity and their own bodyweight to create the desired amount of resistance in any exercise. As users improve their strength-to-weight ratio they can choose from hundreds of all-body exercises and simply adjust their body position to make each movement more challenging.

The complete line of TRX® products, training programs and accessories can be purchased directly from Fitness Anywhere, Inc. online at www.fitnessanywhere.com. For more information on TRX Suspension Training® Courses, volume pricing or web affiliate distribution opportunities, call the company at (888) 878-5348 or email info@fitnessanywhere.com.

Fitness Anywhere, Inc produces and sells Suspension Training® equipment, programs and education to trainers, athletes, the military and fitness facilities. The TRX® Suspension Trainer® is the original bodyweight-based, performance training tool that delivers a high-quality, total-body functional workout, yet is completely portable and can be used almost anywhere. The TRX® is currently being used by teams in the NFL, NBA, MLB, NHL and the NCAA, by every branch of the US military and by top training centers across the US.

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