



FOR IMMEDIATE RELEASE

Contact:

Chris Fisher, President

e-mail: cfisher@out-fit.net | phone: (800)376-3339 | fax: (805)584-1518

Out-Fit recommends a fun and modern way to fitness

Simi Valley, CA (September 14,2009) - Out-Fit a fitness equipment supplier and gym design company, located in Southern,CA, is featured in the upcoming October issue of the Robb Report, a magazine which serves as the definitive authority on connoisseurship for ultra-affluent consumers.

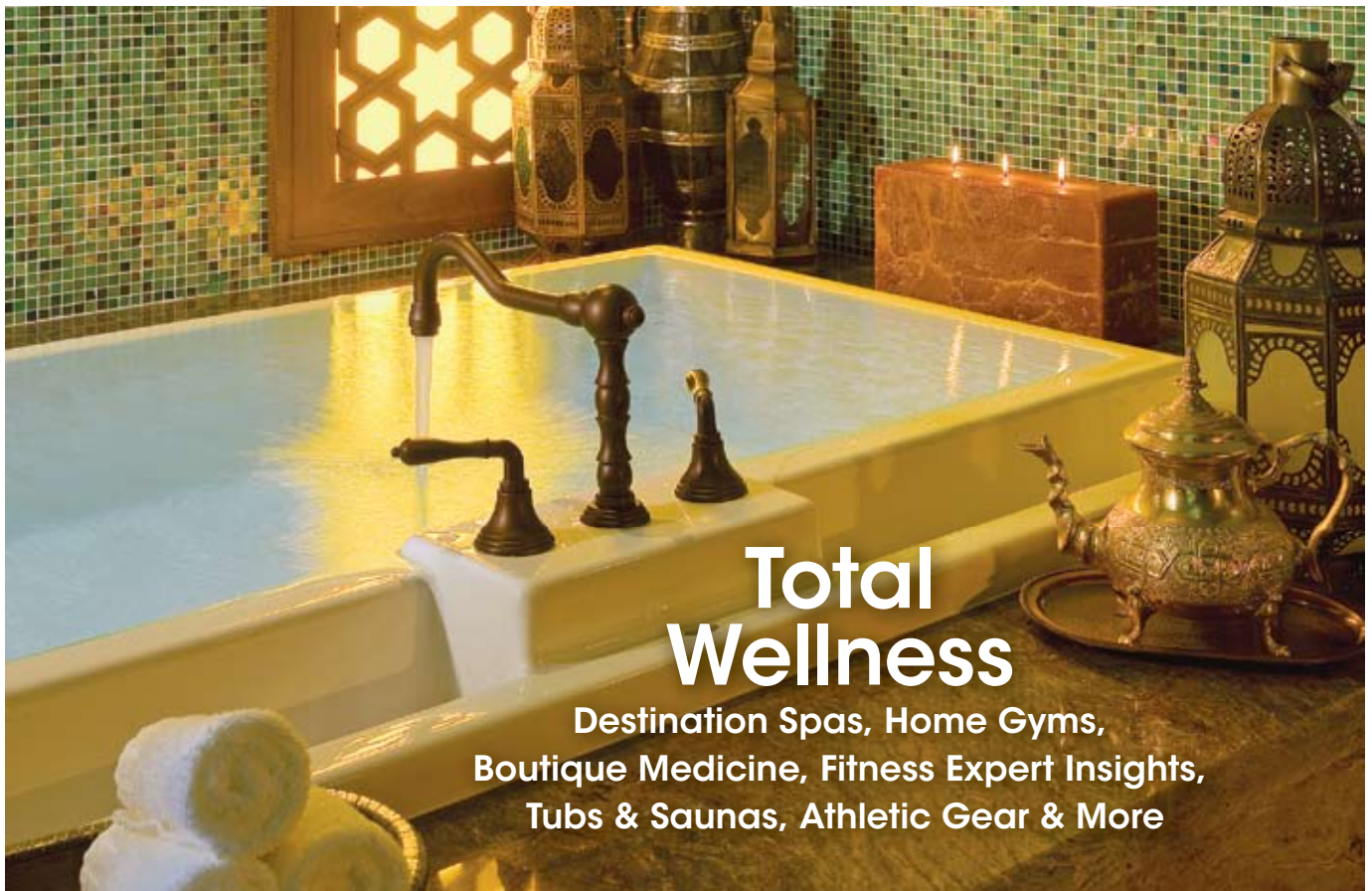
In the article titled "Pump It Up-Pedal, paddle, shake, rattle, and roll your way to better health." Out-Fit President, Chris Fisher has recommended two new products to hit the fitness equipment market. The first is the 'Fluid Rower' by First Degree Fitness. The rower features an actual water wheel to simulate rowing on water. "Instead of air resistance, it uses real water resistance. If you're used to being on the water, it will better re-create the actual rowing experience." Said Fisher. Another new product is the 'MyRide 3wave' by Indoor Cycling Group, which brings the atmosphere of a spinning classes to the home gym user. The MyRide3 features a 15" LCD/DVD player incorporated into a modern sleek "wave" space saving floor stand. With Over 108 alternative workouts with a diverse range of music, choreography and inspired coaching it fully simulates the emotion and physical benefits of the group cycling experience.

Both the Fluid Rower and MyRide3wave are available for purchase through Out-Fit. Along with offering state-of-the-art fitness products Out-Fit also offers design and consultation services for home gyms and large fitness facilities, call **(800) 376-3339** or visit www.out-fit.net for further information.

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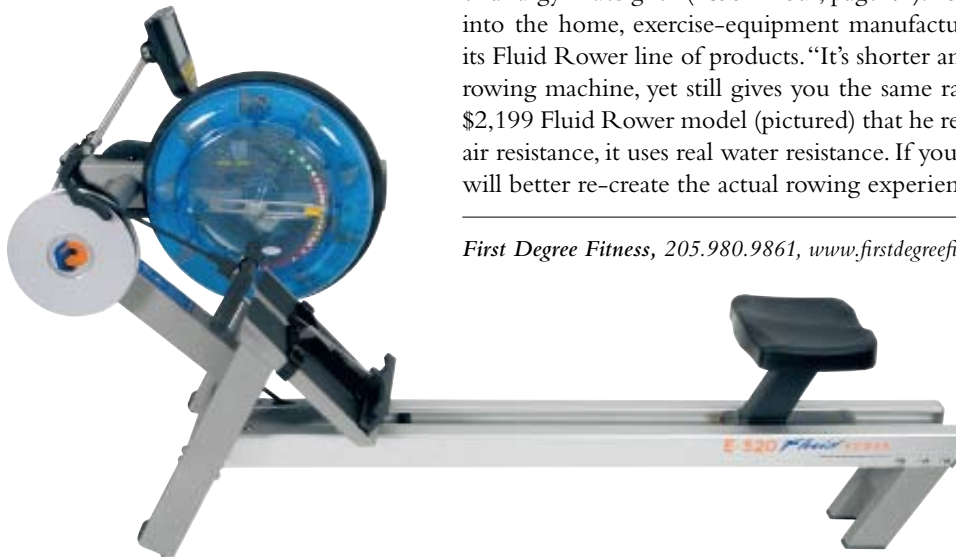
Pump It Up

Pedal, paddle, shake, rattle, and roll
your way to better health.

Fluid Rower

The standard rowing machine, with air resistance generated by fan blades, has not changed much in the last 20 years, according to Chris Fisher, the founder and president of Out-Fit, a Southern California-based fitness-equipment supplier and gym designer (Room Tour, page 42). To bring a true rowing experience into the home, exercise-equipment manufacturer First Degree Fitness created its Fluid Rower line of products. “It’s shorter and more compact than a standard rowing machine, yet still gives you the same range of motion,” says Fisher of a \$2,199 Fluid Rower model (pictured) that he recommends to clients. “Instead of air resistance, it uses real water resistance. If you’re used to being on the water, it will better re-create the actual rowing experience.” —BAILEY S. BARNARD

First Degree Fitness, 205.980.9861, www.firstdegreefitness.com



MyRide 3wave

The Indoor Cycling Group, which offers comprehensive cycling products and programs, is bringing the high-intensity atmosphere of group spinning classes to the home gym with the MyRide 3wave. The company’s \$1,999 unit can be placed in front of any stationary bicycle to guide its user through 108 different cycling workouts. “This is for the person who loves the motivation of that instructor saying, ‘Get out of the saddle, crank down, and bring your chest to your handlebars,’” says Out-Fit’s Chris Fisher. “It creates that one-on-one indoor cycling experience for those who can’t make it to a class at a specific time.” The system’s 15-inch acrylic LCD screen resists sweat damage and displays several virtual trainers operating at different intensity levels to accommodate any user. The player operates with sensor-touch buttons and includes a DVD drive so cyclists can break from virtual training and still be entertained. Thanks to its thin, wavelike shape, the system takes up minimal floor space standing upright or mounted on a wall. —H.L.



Indoor Cycling Group, www.indoorcycling.com