

March 10, 2009

Thank you for your interest in Fitwise Training! We have a vision for a fit, healthy, active planet, and believe that our ingenious blending of technology and expert fitness instruction can lead the way.

The first question I'm often asked about Fitwise Training is "how did you come up with this idea?" Throughout my personal fitness-training career of over 10 years, clients have told me numerous times:

"I don't remember how to do this exercise."

"Oh! I was doing that exercise totally wrong!"

"I wish I could afford to see you 5 times a week."

"If there was a way to carry you in my pocket, I would!"

That last comment seeped into my subconscious, forcing me to bolt wide-awake at 3:00 one morning in February of 2006. How could individuals carry a personal trainer in their pocket? Hence, the idea for FitwiseTraining.com was born.

We have spent the past two years developing a unique "virtual fitness trainer" product that is personalized, affordable, and fun. We enable each customer to create a customized fitness program tailored to meet his or her specific needs and goals. Customers can download over 200 exercise video clips and 15 pre-packaged fitness programs to any portable viewing device, such as a PDA or video iPod®. They receive the benefits of a live personal fitness trainer with the convenience of being able to access their 'instructor' anywhere, anytime. Best of all, exercise clips cost just **\$.99** and complete workouts are available for **\$9.99** and up.

Our mission is to provide the public with the highest quality in downloadable video and audio exercise instruction. We provide these portable tools to help improve fitness levels, reduce the risk of injury, and encourage a healthier, more active lifestyle. Because we strive to be on the cutting edge of the fitness industry, we add new downloadable content to our website every month.

Please take the time to visit **www.fitwisetraining.com** and feel free to contact us if you need more information or would like to schedule an interview or appearance.

Yours in health,

Jen

Jennifer Lesea-Ames, M.S., CSCS
CEO/Founder, Fitwise Training, Inc.





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FOR IMMEDIATE RELEASE
March 9, 2009

FITWISE TRAINING.COM PROVIDES AFFORDABLE EXPERT EXERCISE GUIDANCE IN A SLOW ECONOMY

Portable Personal Trainer of Professional, Downloadable Exercise Videos Provides Many Benefits of a Live Personal Trainer but at a More Affordable Cost and with "Anytime, Anywhere" Convenience.

Boulder, CO – With the downturn in the economy, many people are forced to re-evaluate their budget and cut back on expenses. Such expenses can include sessions with a Personal Fitness Trainer, Nutritionist, or even their gym membership. Because of the health-related benefits of exercise, especially its effects on stress reduction, it is increasingly important that people continue to have access to affordable expert exercise instruction.

FitwiseTraining.com is an original "portable fitness trainer" that combines the demand for personalized workouts that are affordable and fun with the growing market of portable video technology. The exercise video clips and programs provide customers with the benefits of a live personal fitness trainer, but are more affordable and more convenient since the program can be used anywhere at anytime. The video clips and accompanying audio demonstrate proper technique, improving the individual's desired results and reducing the risk of injury. Consumers can go to the website, download any of their 200 exercise videos and programs, which can then be imported for use on a video iPod®, iPhone®, cell phone (for gym use) or computer (for home use).

Fitwisetraining.com CEO/Founder, Jennifer Lesea-Ames, M.S., CSCS, has been a personal trainer in the Boulder, Colorado area for over 12 years. She conceived the idea of a downloadable, portable video exercise library after a client kept forgetting how to do the exercises once she left her personal training sessions. "One of my clients mentioned that she was always second-guessing her workouts when I wasn't with her, so I thought, *how can I be with my clients when I'm somewhere else?* " Lesea-Ames



recalls. “We recognized a need in the growing marketplace of people concerned with good health and quality of life, who were also technically savvy, and we were able to create an accessible and affordable solution that is easy to download and can be used on almost any device that has video capability,” says Lesea-Ames.

“Additionally,” explains Lesea-Ames, “many people are cutting back expenses especially within the ‘personal care’ category. The Personal Training Industry has been hit hard with the recession; many people simply can’t afford \$50/hour (or more) for a session with a Certified Personal Trainer. While our product doesn’t replace a live personal trainer, it provides many of the benefits but at a fraction of the cost.”

Most online fitness services offer only audio exercise clips, resulting in many people doing exercises incorrectly or simply not being able to follow along. The major problem is that workouts done improperly can put the user at a higher risk for injury or for not achieving their desired results. In order to learn the proper technique of an exercise, one needs to be able to view the exercise in real time, which is something that magazine tear-outs and traditional photographs simply cannot provide.

Since its launch in 2007, **FitwiseTraining.com** has taken portable personal training to the next level by providing high-quality video clips with voice-over instruction. The video clips are available for download in multiple formats, so they can be viewed on either Macintosh/OS or Microsoft Windows devices. All footage is produced in HD (high-definition) with two camera angles (when appropriate), which is ideal for ensuring the correct technique of most exercises. Instruction is available for strength training, flexibility, Pilates, T'ai Chi, yoga, running, ski conditioning, weight loss, youth soccer skills and soccer conditioning. An “a la carte” option is offered for individual download at \$0.99 per exercise for the user who wants to learn a few new exercises rather than purchasing an entire fitness program. Pre-packaged fitness programs geared toward



the individual's goals (i.e. flexibility), fitness level (i.e. novice), and available equipment (i.e. free weights) are available for \$9.99 per program.

FOR IMMEDIATE RELEASE

November 1, 2008

WORLD-CLASS RUNNING COACH, BOBBY MCGEE, PARTNERS WITH FITWISETRAINING.COM TO DELIVER HIS COACHING TO RUNNERS OF ALL ABILITIES

Portable Personal Trainer Now Includes Downloadable Videos of Running-specific Dynamic Warm Ups, Running Drills, and Running Technique Exercises to Video iPod, Smartphones, and other Portable Viewing Devices

Boulder, CO – “Effortless running” is a term considered an oxymoron for many recreational and competitive runners. Whether runners run for weight management, stress reduction, or competition, only a small percentage of them have access to a professional coach to teach the proper biomechanics of running. Poor form and poor training can lead to injury, burnout, or frustration in a lack of improvement.

Now runners can have access to one of the top coaches in the sport of running, **Bobby McGee**. **FitwiseTraining.com** has partnered with Bobby to deliver his fundamental coaching techniques in downloadable video format, so that runners can take his instruction to the trails, track, or treadmill.

FitwiseTraining.com is an original “portable fitness trainer” that combines the demand for personalized workouts that are affordable and fun with the growing market of portable video technology. The exercise video clips provide customers with the benefits of a live personal fitness trainer, but are more affordable and more convenient since the program can be used anywhere at anytime. The video clips and accompanying audio demonstrate proper technique, improving the individual's desired results and reducing the risk of injury.



The running segments are the newest addition to **FitwiseTraining.com's** already extensive library of downloadable video clips. **Bobby McGee**, internationally acclaimed running coach and Running Technical Director for **FitwiseTraining.com**, explains, "Just like all sports—take swimming for example—good technique is essential in order to perform at your best. There is a reason why great runners look so smooth while the average runner may look ungainly and often reports that running is hard. It need not be. By following some simple guidelines and practicing them routinely, you can achieve a level of competence with your running that ensures faster times, longer runs, less injury, and that smooth professional ease that we admire in great runners. Who wouldn't want to run faster but not necessarily be fitter?" We have packaged 3 programs that highlight the fundamentals of improving running technique: Dynamic Warm-Up Drills, Running Mechanics and Drills, and Running Muscle Activation, which will lead to faster times and a reduced risk of injury.

"People run for many reasons, from weight loss to stress reduction to performance," says FitwiseTraining.com founder and president, Jennifer Lesea-Ames, M.S., CSCS. "Not everyone has the time or resources to hire a private and experienced running coach to analyze their running form. **FitwiseTraining.com's** running-specific exercises are an accessible and affordable solution for any level of runner to not only get properly conditioned but also decrease the risk of injury. The exercises are easy to download and can be used on almost any device that has video capability, so the programs can be done at the trails, the track, the gym, or on the road."

Since its launch last summer, **FitwiseTraining.com** has taken portable personal training to the next level by providing high-quality video clips with voice-over instruction. The video clips are available for download in multiple formats, so they can be viewed on

either Macintosh/OS or Microsoft Windows devices. All footage is produced in HD (high-definition) with two camera angles (when appropriate), which is ideal for ensuring the correct technique of most exercises.



In addition to the running-specific exercises, professional instruction is available for ski conditioning, soccer conditioning, strength training, flexibility, Pilates, T'ai Chi and yoga, with new exercise video clips and programs added frequently. Individual downloads are available starting at \$0.99 per exercise for the user who wants to learn a few new exercises rather than purchasing an entire fitness program. Pre-packaged fitness programs of 8 to 12 exercises, geared toward the individual's goals (i.e. flexibility, ski conditioning), fitness level (i.e. novice), and available equipment (i.e. free weights) start at \$9.99 per program.

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FOR IMMEDIATE RELEASE

September 1, 2008

MARCELO BALBOA PARTNERS WITH FITWISETRAINING.COM TO PROVIDE YOUTH SOCCER SKILLS AND CONDITIONING DOWNLOADABLE VIDEO SEGMENTS AND DVD

Portable Personal Trainer Offers Marcelo Balboa's Soccer Skills and Fitness Exercises for Download to Video iPods®, Cell Phones and Computers

Boulder, CO – Youth soccer is one of the most popular organized youth sports in America, totaling 12.5 million youth team players in 2002, according to the Sporting Goods Manufacturers Association¹. Recent studies show that youth sports-related injuries are increasing: More than 3.5 million children 14 and under receive medical treatment for sports-related injuries each year. Along with the typical sprains and strains are a lot of overuse injuries — stress fractures, tendonitis, and cartilage damage². Sports medicine experts recommend youth sports participants engage in a proper injury prevention program. However, many people do not have the financial means to hire a certified sports conditioning specialist or coach to work privately with their children.

Parents wondering how to get their children involved in an exercise injury prevention program can now look to **FitwiseTraining.com** for a convenient, affordable solution.

Marcelo Balboa, retired professional soccer player, is featured in **FitwiseTraining.com's** Soccer skills and soccer conditioning exercises. These high-quality exercise video clips can download directly to a video iPod®, Smartphone, or computer. The Soccer-wise DVD is also available for purchase through **FitwiseTraining.com**.

¹ Roniger, Lori Rochelle. "A kick in the grass? Sports medicine, youth injuries and soccer." *Biomechanics Magazine*, April 2007.

² Neergaard, Lauran. "Torn ACLs, other big injuries hit little athletes." *Associated Press*, July 7, 2008.



FitwiseTraining.com is an original “portable fitness trainer” that combines the demand for personalized workouts that are affordable and fun with the growing market of portable video technology. The exercise video clips provide customers with the benefits of a live certified fitness professional, but at a more affordable cost and with the convenience of using the program anywhere at anytime. The video clips and accompanying audio demonstrate proper technique, improving the individual’s desired results and reducing the risk of injury.

Targeting a workout program toward young people was a no-brainer for **FitwiseTraining.com** founder and president, Jennifer Lesea-Ames, M.S., CSCS. “Today’s youth are the ones with the gadgets – the video iPods® and the Smartphones. Why not give them the opportunity to use their technology for something that benefits them physically and mentally? It’s very important that we provide kids with opportunities and resources to get in proper physical condition, help reduce their risk of getting injured, and help prevent burnout. Ultimately, our intention is to instill a sense of fitness and healthy living that they can carry with them throughout their lives.”

The soccer skills and conditioning exercises are the newest addition to **FitwiseTraining.com’s** already extensive library of downloadable video clips. The soccer skills are taught and demonstrated by **Marcelo Balboa**, a retired professional soccer player who was inducted into the U.S. Soccer Hall of Fame in 2005 and the USL Soccer Hall of Fame in 2006. The soccer conditioning exercises are taught by personal trainer and club soccer coach, Jenny Jurkowski, who holds a United States Soccer Federation National C Coaching License. **Marcelo Balboa** demonstrates the fitness exercises while Jenny Jurkowski describes the technique.

“The goal when developing these exercises was to provide the building blocks to teach kids how to play soccer using the correct technique,” said **Balboa**. “Proper technique is critical to mastering these skills, and sometimes it can be difficult for kids to remember when they are off the soccer field and away from practice. Giving kids the opportunity



to watch the clips in real time while they practice at home or with friends goes a long way in reinforcing the skills." Skills covered include passing, driving, heading, juggling, chest trapping, and receiving.

For those children who don't play on a soccer team but are looking to get in shape, the conditioning exercises promote flexibility, agility, and speed. They can be done at home with a soccer ball, light dumbbells or a medicine ball, depending on the child's age and level of strength and fitness.

Since its launch last summer, **FitwiseTraining.com** has taken portable personal training to the next level by providing high-quality video clips with voice-over instruction. The video clips are available for download in multiple formats, so they can be viewed on either Macintosh/OS or Microsoft Windows devices. All footage is produced in HD (high-definition) with two camera angles (when appropriate), which is ideal for ensuring the correct technique of most exercises.

In addition to the soccer skills and conditioning exercises, professional instruction is available for running, strength training, flexibility, Pilates, T'ai Chi, yoga, and ski/snowboard conditioning, with new exercise video clips and programs added frequently. Individual downloads are available starting at \$0.99 per exercise for the user who wants to learn a few new exercises rather than purchasing an entire fitness program. Pre-packaged fitness programs of 8 to 12 exercises, geared toward the individual's goals (i.e. flexibility, ski conditioning), fitness level (i.e. novice), and available equipment (i.e. free weights) start at \$9.99 per program. The Soccer-wise DVD is \$19.99 can be ordered through: www.fitwisetraining.com.

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FOR IMMEDIATE RELEASE

September 1, 2008

FITWISETRAINING.COM GETS YOU READY FOR THE SLOPES WITH NEW SKI CONDITIONING WORKOUTS DEVELOPED BY JED SCHUETZE, FORMER ASSISTANT UNIVERSITY OF COLORADO- BOULDER SKI COACH

***Portable Personal Trainer Now Includes Ski and Snowboard-Specific Exercises for
Download to Video-Capable Portable Viewing Devices***

Boulder, CO – Its summer and the temps are in the 90's, but before we know it, there will be snow in the mountains and many will be getting ready for the 2008/09 winter sports season. Research shows that it takes 6-8 weeks to see results in any structured exercise program. If you are looking forward to making the most of your winter on the slopes, or planning a ski vacation, you can prepare your body and get in optimal shape with high-quality ski conditioning video programs that download to your iPod®, cell phone, or computer. Whether you stick to green runs in between relaxing at the lodge, or spend the day in search of moguls, this new offering from **FitwiseTraining.com** will help jumpstart your ski or snowboard conditioning routine.

FitwiseTraining.com is an original "portable fitness trainer" that combines the demand for affordable and fun personalized workouts with the growing market of portable video technology. The exercise video clips provide customers with the benefits of a live personal fitness trainer, but at a more affordable cost and with the convenience of using the program anywhere at anytime. The video clips and accompanying audio demonstrate proper technique, improving the individual's desired results and reducing the risk of injury.

Jed Schuetze, the former University of Colorado Assistant Ski Coach and the Ski Technical Director for **FitwiseTraining.com**, explains, "The goal when designing these



exercises were to provide a great variety of body motions, which simulate movements comparable to those executed while skiing. Each exercise has been a valuable tool for the most competitive ski racers throughout the world, creating strength, balance and the resilience required for all aspects of the sport. The exercises have been designed for all levels of skiers and require little to no equipment.” More than 35 ski conditioning exercises are available for download “a la carte” and the “Ski-wise” packages are available for all skill levels – from the green package for beginners to the double black diamond package for competitive pros.

“With the winter sports season upon us, there are exercises one can do to get in shape before hitting the slopes,” says **FitwiseTraining.com** founder and president, Jennifer Lesea-Ames, M.S., CSCS. “Not everyone has the time or resources to take a ski conditioning class or hire a certified personal trainer who specializes in ski/snowboard conditioning. **FitwiseTraining.com’s** ski-specific exercises are an accessible and affordable solution to not only get properly conditioned but also decrease the risk of injury. The exercises are easy to download and can be used on almost any device that has video capability, so the programs can be done at the gym, at home, or on the road.”

Since its launch this summer, **FitwiseTraining.com** has taken portable personal training to the next level by providing high-quality video clips with voice-over instruction. The video clips are available for download in multiple formats, so they can be viewed on either Macintosh/OS or Microsoft Windows devices. All footage is produced in HD (high-definition) with two camera angles (when appropriate), which is ideal for ensuring the correct technique of most exercises.

In addition to the ski conditioning exercises, professional instruction is available for running, soccer conditioning, strength training, flexibility, Pilates, T'ai Chi and yoga, with



new exercise video clips and programs added frequently. Individual downloads are available starting at \$0.99 per exercise for the user who wants to learn a few new exercises rather than purchasing an entire fitness program. Pre-packaged fitness programs of 8 to 12 exercises, geared toward the individual's goals (i.e. flexibility, ski conditioning), fitness level (i.e. novice), and available equipment (i.e. free weights) start at \$9.99 per program.

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FOR IMMEDIATE RELEASE

April 24, 2008

**DOES TRAVELLING LEAVE YOU TONED OR TUBBY?
WITH FITWISE TRAINING'S TRAVELWISE DVD ANYONE
CAN TAKE EXERCISE ON THE ROAD!**

Boulder, Colo. – Every road warrior knows how tough it can be to stay in shape when you're traveling. And packing on unwanted pounds can be a problem for casual vacationers and business travelers alike. Fitwise Training has developed a revolutionary solution through their newly released TravelWise Workout DVD.

TravelWise is a time efficient, balanced workout that can keep anyone fit and energized during periods of travel. Following along on a laptop computer or TV, people on the go can perform 15 exercises that perfectly combine strength training, flexibility, Pilates and Yoga. Viewers have the option of a full workout that requires minimal equipment, a 'no equipment needed' workout, or a stretching_only routine that specifically targets the muscles that tighten during travel. Exercises can even be downloaded to a video capable iPod® or cell phone!

TravelWise workout segments are taught by some of the top instructors in the fitness industry, and all exercises emphasize the proper technique with voice_over audio summaries to give viewers thorough guidance. The entire TravelWise Workout DVD is designed to assist customers in maintaining fitness and staying in shape – no matter how much they travel or where they are working out.

Fitwisetraining.com is an original "portable fitness trainer" that combines the demand for personalized workouts that are affordable and fun with the growing market of portable video technology. Exercise video clips that the company offers provide customers with all the benefits of a live personal fitness trainer, but at a lower cost and with the convenience of using the programs anywhere at anytime.



Now anyone can personalize his or her workout with high_quality video clips that download directly to a video iPod[®], cell phone (with video capability), or computer. Fitwisetraining.com is unique from other Internet video instruction providers in that they provide both workout program options and 'a la carte' options. The 'a la carte' clips are perfect for those customers who meet occasionally with a personal trainer and then visit Fitwisetraining.com to download exercises from their program for a reminder of the proper technique of a particular exercise. Pricing starts at only **\$0.99 per exercise**. Also available are pre-packaged fitness programs geared toward unique goals, fitness levels, and available equipment. These comprehensive workouts range from \$9.99 per program and up. Best of all, anyone can download a free video clip from the website to test the product on their portable viewing device and see the Fitwise difference for themselves.

All video clips are available for download in multiple formats, so they can be viewed on either Macintosh/OS or Microsoft Windows devices. All footage is produced in HD (high_definition) with two camera angles, which is ideal for proper viewing of exercise technique. Instruction clips are available for strength training, flexibility, soccer, ski conditioning, running, travel, weight loss, Pilates, T'ai Chi, and yoga, with new exercise video clips added every 6_8 weeks.

Let FitwiseTraining.com and the new TravelWise DVD make it easy to maintain your fitness routine on the road. For just \$19.99 anyone can have a personal trainer in their pocket while they tool around the world. Whether you're traveling for business or pleasure... whether you're flying, driving or enjoying a cruise... whether you're away from home for a day or a month... be **TravelWise!**



FOR IMMEDIATE RELEASE
May 15, 2007

FITWISETRAINING.COM INTRODUCES A PORTABLE PERSONAL TRAINER

Personal Training Video Instruction Downloads To Handheld Video-capable Media Devices

Boulder, Colo.—You knew your personal trainer was fit. But did you think she would “fit” in your pocket? Now you can personalize your workout with high-quality video clips that download directly to your iPod®, cell phone, or computer. Whether you’re a gym novice who doesn’t know the difference between a bicep curl and a pushup, or a fitness enthusiast looking to maximize your workout, this new, portable personal training program will jumpstart your fitness routine.

Fitwisetraining.com is an original “portable fitness trainer” that combines the demand for personalized workouts that are affordable and fun with the growing market of portable video technology. The exercise video clips provide customers with the benefits of a live personal fitness trainer, but at a more affordable cost and with the convenience of using the program anywhere at anytime.

The video clips and accompanying audio demonstrate proper technique, improving the individual’s desired results and reducing the risk of injury. **Fitwisetraining.com** CEO and founder, Jennifer Lesea-Ames, M.S., CSCS, has been a personal trainer in the Boulder, Colorado area for ten years. She conceived the idea of a downloadable, portable video exercise library after a client kept forgetting how to do the exercises once she left her personal training sessions. “One of my clients mentioned that she was always second-guessing her workouts when I wasn’t with her, so I thought, how can I be with my clients when I’m somewhere else?” says Lesea-Ames. “We recognized a need in the growing marketplace of people concerned with good health and quality of life, who were also technically savvy, and we were able to create an accessible and



affordable solution that is easy to download and can be used on almost any device that has video capability," says Lesea-Ames.

Most online fitness services offer only audio exercise clips, resulting in many people doing exercises incorrectly or simply not being able to follow along. The major problem is that workouts done improperly can put the user at a higher risk for injury or not achieving desired results. In order to learn the proper technique of an exercise, one needs to be able to view the exercise in real time, which is something that magazine tear-outs and traditional photographs simply cannot provide.

Fitwisetraining.com takes portable personal training to the next level by providing high quality video clips with voice-over instruction. The video clips are available for download in multiple formats, so they can be viewed on either Macintosh/OS or Microsoft Windows devices. All footage is produced in HD (high-definition) with two camera angles (when appropriate) - ideal for ensuring the correct technique of most exercises. Instruction is available for strength training, flexibility, Pilates, T'ai Chi and yoga, and more. An "a la carte" option is offered for individual download at \$0.99 per exercise for the user who wants to learn a few new exercises rather than purchasing an entire fitness program. Pre-packaged fitness programs geared toward the individual's goals (i.e. flexibility), fitness level (i.e. novice), and available equipment (i.e. free weights) are available starting at \$9.99 per program.

What Can Fitwise Training Do For You?

Get Results!

All of our video exercise clips and programs include instruction by some of the top fitness professionals in the industry. Unlike free videos that you can find on the Internet, our videos are professionally produced in High-Definition and incorporate 2 camera angles and voice over direction to ensure you understand the proper technique for every exercise.

Save Money!

With the average hourly rate for a private personal fitness trainer at \$50, only 8% of Americans are able to work with a personal trainer. Our downloadable fitness video programs are under \$10 and exercise video clips are under \$1.00, so you can load your iPod, Smartphone or computer with exercises for a fraction of the cost of a single personal training session.

Convenient!

Because our exercise videos are downloadable into any portable viewing device that uses QuickTime (.mp4) or Windows Media Player (.wmv), you can bring your workouts with you to the gym, to the park, on your next business trip, or for home-based exercise. It really is like having a personal trainer in your pocket!

Easy to Use!

When you visit **FitwiseTraining.com**, simply use our left navigation menu to search for your preferred exercise category. From there you can scroll through the individual exercises and add clips to your shopping cart. Upon checkout, you will be able to instantly download your files to your computer and then upload into your portable viewing device. You can also keep the files on your computer for home- or travel-based exercise.

Our downloadable video clips and workouts allow you to customize a fitness program, carry it with you, and incorporate exercise into your everyday life. For a fraction of the cost of a personal trainer – you can carry one in your pocket!

The Fitwise Mission

Our mission is to provide you with the highest quality of affordable downloadable video/audio exercise instruction. Our goal is that our portable tools help customers improve their fitness level, reduce the risk of injury, and create a healthier, more active lifestyle.

Fitwise Training Downloads & Programs

Strength Training: Strength training has many benefits, from increasing metabolism to reducing the risk of osteoporosis. You don't have to strength train solely on weight machines; you can use free weights, a stability ball, a BOSU, or even your own body weight. Strength-wise video exercise clips show a variety of different ways to strengthen the total body for ALL fitness levels.

Ski Conditioning: How many times have you heard of someone saying, "I blew out my knee on the last run of the day." or "I was so sore after skiing; I couldn't walk for a week." Jed Schuetze designed our ski conditioning exercises because they build the ski-specific strength and conditioning to get you ready for a full day on the slopes. For all levels of skiers, these gym-friendly exercises can be done at home or on the road.

Soccer: Marcelo Balboa, takes a step-by-step approach in guiding youth soccer players to a better game. All drills and exercises require minimal equipment, allowing youth soccer players ages 6 and older to practice at home. A better game is just a right click away!

Running: Fitwise Training has just release a new series of running exercise and conditioning programs to get you ready to run.

Pilates: Our three Pilates packages featuring June Kahn emphasize abdominal strength, back strength and flexibility. The Pilates exercises are level 1 mat exercises, which provide the foundation for all Pilates. These video clips are guaranteed to help develop a strong core and a toned body.

Yoga: Yoga-wise video clips feature exercises incorporating yoga, Pilates, T'ai chi, and Feldenkrais disciplines. If lifting weights is not your "thing" but you want to increase total body strength while feeling rejuvenated, then you can do just that. Yoga benefits include stretching the spinal rotators, increasing mobility, improving posture and strengthening the core.

Flexibility: Whether caused by stress or from sitting for extended periods of time, most of us suffer from a tight neck or back. Almost all of our flexibility exercises can be done anywhere, anytime - and they will help stretch deeper muscles in the back and relieve tension.

Travel: Avoid gaining weight and losing your fitness level during your next business trip or vacation! Our Travel-wise program is time-efficient and travel friendly, using mostly body weight exercises and dumbbells. It's a simple and effective way to stay in shape while you're on the road.

T'ai Chi: T'ai Chi was created by the Chinese to improve the mind-body connection for all aspects of health and well-being: strength, flexibility, balance, coordination, and



improving "chi" (also known as energy). If you want a low impact fitness program to improve your well-being, then this is a perfect fit.

Additionally, download exercises specifically designed for stability balls, BOSU and even access a training regime by Mary Tedesco that is customized for Martha Stewart!

Fitwise Media Coverage

FitwiseTraining.com is garnering attention from local and national media. Our passion for fitness and trendsetting application of technology make featuring Fitwise a smart choice!

Visit the Media page of our website at FitwiseTraining.com to download press releases, view streaming video of Jen Lesea-Ames' television appearances and read articles about how Fitwise Training is making an impact on the world. You can also access a complete press kit with answers to all your questions.

Recent media coverage includes:



Shape Magazine
"3 Websites worth the Money"
 February, 2008



Ski Magazine "Stuff we like"
 December, 2008

Rocky Mountain Sports Magazine
"Download Your Workout: Get ready for Ski Season right from your iPod"



The Martha Stewart Show: Fitwise Training partners with Martha's trainer, Mary Tedesco, to bring you *Martha's Workouts* - this can only be found on Fitwisetraining.com!



The Rocky Mountain News
"Sweatin' to the mp3"



The Boulder Daily Camera
"Personal Trainer, To Go"



The Denver Post
"Tune up your Workout with Music"



CBS Channel 4 - Denver, CO
"Website Offers Virtual Trainer for Busy People"

NBC - San Diego, CA
"Trainer fits in your Pocket"



NBC 9-News - Denver, CO *"Portable Personal Training"*



What do our customers think?

"Fitwise Training is great for my clients when they travel. I can create custom workouts for them and they can download them to their phone, iPod, or computer. The best part is they only purchase the content I recommend, with NO MONTHLY SUBSCRIPTION FEES!"

Skip G. - Certified Personal Trainer and Nutritionist in Colorado

"I have been using Fitwisetraining.com for a while now, and every time I am pleased by how easy it is to use and how fast it all works. That way I can quickly go back to business and don't spend too much time trying to figure it out, like with many other websites."

Michael S. - Soccer player and I.T. Specialist who resides in Germany

"I love it. Now I'm able to go to the gym or hotel room and pick out what I want to do [for exercises] and look at the video clips and remind myself what that exercise is supposed to look like."

Tom N. - travels 100,000 miles each year for business and still manages to find time to exercise!

"The exercise video clips from your website were extremely helpful, as I was able to put them in my iPod and bring it to my gym. The instructions and demonstrations were very clear and exact. Keep up the good work!"

Denise L. - Photographer who loves Pilates and trail running in the Santa Cruz Mountains

"I have tried to perform exercises and stretches by reading descriptions and looking at photos in books and magazines, but I have a hard time understanding exactly what I'm supposed to do. The excellent videos at FitwiseTraining.com provide me with the visual and verbal coaching I need to properly perform the exercises I choose to do."

Ben O. - cyclist, lawyer and busy father of 2 boys

"For me, [Fitwisetraining.com] is an extra piece of motivation. I take Jen's classes or training because it offers me insights into how to improve my capabilities around doing triathlons, which enforces the workout ethic. It makes me guilty if I'm not doing it, it gets me back in here. But if I'm traveling I need the same sort of motivation on the road. Fitwise Training is that motivation."

Tim W. - CTO and Entrepreneur

Meet the Experts



Jennifer Lesea-Ames, CEO/Founder, Fitwise Training, Inc.

Jen is a Master Certified Personal Trainer with over 10 years of experience in the fitness industry. She is a recognized expert in the Colorado fitness industry and has helped many clients achieve their vision of health and wellness – from losing over 70 pounds to completing marathons and triathlons. Jennifer has a B.S. in Exercise Science from the University of California, Davis, and a M.S. in Kinesiology from the University of Colorado, Boulder. In addition, she is a Certified Strength and Conditioning Specialist (CSCS) and a USA Triathlon Level I Certified Coach.



Brian Cooper, Flexibility and Strength Technical Director

Brian Cooper is a Master Certified Personal Trainer at Lakeshore Athletic Club in Colorado. Brian was previously a Master Trainer and Department Manager at the East Bank Club in Chicago. CBS and NBC News have featured him as an expert repeatedly. Brian holds numerous fitness certifications such as Integrated Flexibility Specialist, O.P.T. Certified Personal Trainer, Pre-natal certified with Resist-a-ball®, BodyPump® Certified, and a Deputy II black belt in Tae Kwon Do and Deputy I black belt in Hap-Ki-Do. He has a B.F.A. in Photography, which enables him to ensure the quality of exercise video clips, as well as the effectiveness of exercises.



June Kahn - Pilates Technical Director

June Kahn is the founder of June Kahn's Bodyworks, LLC in Boulder CO. A former Reebok® Master Trainer, June is best known for bridging the gap between traditional Pilates and the Fitness industry. She is the developer of AeroPilates® Basic Reformer Specialty Training and Pilates Bowflex Training for Nautilus. A member of the SCW Fitness Training Faculty, June appears in numerous fitness DVD/Videos. She is co-author of Morning Cardio Workouts- Carpe Diem, and contributes regularly to print and media including Shape, Living Fit, Fitness, Fit Pregnancy and Health Magazines.

Heralded by Self-magazine as one of the "Top 20 Personal Trainers" in the USA, June has appeared on QVC and local media networks. She is the developer of both Pilates Matwork Fundamentals and Pilates Matwork Small Apparatus Specialty Certificate programs for SCW Fitness Training. June is an AFAA Master Specialist/Trainer, an ACE, AFAA & ACSM Certified Health Fitness Instructor, and is currently a Pilates Instructor at Lakeshore Athletic Club in Colorado.



Lawrence Biscontini, M.A., Yoga and T'ai Chi Technical Director

Mr. Biscontini personifies versatility in fitness and wellness education, as recent awards attest: 2006 Award from Xerox Greece for Best International Wellness Corporate Trainer, ECA 2005 ECA Award for best mind-body program "Yo-Chi"®, 2004 Can-Fit-Pro Specialty Presenter of the Year Award, the 2004 IDEA Group Fitness Instructor of the Year Award, and the 2002 ACE Group Fitness Instructor of the Year Award, making fitness history in so doing. In the summer of 2004, he participated in the Opening Ceremonies of the Athens 2004 Olympics with yoga and T'ai Chi.

Lawrence won Instructor of the Year Awards from ACE (2002), IDEA (2004), Can Fit Pro (Specialty, 2004), and Best Mind-Body Presenter (ECA, 2005). Lawrence works as trainer and consultant for his company FG2000, Golden Door Spas, Reebok, AFAA, Resistaball® International, Gliding, and Smart Bells, and has created Yo-Chi®. He possesses multiple personal training and group certifications, and is a registered Yoga Alliance teacher. His latest Human Kinetics book with June Kahn is *Early Morning CardioWorkouts*. Find Lawrence at www.findlawrence.com. Lawrence teaches in English, Spanish, Italian, and Greek, and is a resident of the world.



Jed Schuetze - Ski Technical Director

Jed is the former Assistant Alpine Coach at the University of Colorado at Boulder. He has coached 30 All-Americans, 4 Individual National Champions, and the 2006 NCAA National Championship team. Prior to coaching, he raced to 11 top-ten and 16 top-twenty finishes in 21 races, and a slalom All-American title. He finished 11th in the slalom at the U.S. Alpine National Skiing Championships and represented the United States at the World University Games in Italy. His experience as an athlete and a coach has provided a balance for designing quality programs for Fitwise Training.



Lisa Lanzano, MS, RD

Lisa holds a Bachelor of Science in Nutrition & Food Management, and a Master of Science degree in Gerontology, with an emphasis in Physiology & Nutrition. She is a Registered Dietician with 10 years experience, focusing on disease prevention and weight management, including time at the world-renown Canyon Ranch Health Resort. Lisa is the Director of Nutrition for Shape Your Life (Shape Magazine) and she co-authored the book, "Better Breast Health for Life!" Currently, Lisa is the owner of Essential Nutrition, Inc. - www.EatWellFeelGood.com - in Boulder, Colorado.



Marcelo Balboa, Soccer Technical Director

Marcelo was inducted into the U.S. Soccer Hall of Fame in 2005 and the USL Soccer Hall of Fame in 2006. As one of the most accomplished defenders on the U.S. Men's National Team (1988-2000), he was the first player to reach 100 caps in U.S. soccer history. A member of USA 1990, 1994, and 1998 World Cup Teams, he was dubbed the "Iron Man"; one of the world's most feared defenders by having made 129 appearances and 12 goals. Marcelo was a Major League Soccer founding player of the Colorado Rapids (1996-2001), where he received numerous awards.

In addition to his career as professional soccer player, Marcelo has been a member of numerous professional soccer organizations and affiliations. He has over 4 years of coaching experience, holding a United States Soccer Federation National B Coaching License (2002). Marcelo has been a color analyst for ABC (2006 World Cup), NBC (2004 Men's Olympic soccer), and is currently the ESPN lead color analyst for all Men's US National Team games and HDNET color analyst for MLS and international games.



Bobby McGee, Running Technical Director

Bobby McGee is a coach with a knack for peaking athletes for major events. He uses his extensive knowledge of exercise physiology and sport psychology, plus his 24 years of practical experience to get the absolute maximum out of an athlete, amateur or professional on race day.

Besides the Olympic Gold Medal, his athletes have at one time or another held world records in road running and race walking, been world champions or medalists in world championships (road running, triathlon, cross country and race walking), been ranked #1 in triathlon, road racing, marathons and race walking. He is a coach who knows his craft inside and out and is passionate in his pursuit of further knowledge and the skills needed to create long-term performances of the highest caliber.

Frequently Asked Questions

Answered by Founder, Jennifer Lesea-Ames

1. Why did you start Fitwise Training?

During my 10-year career as a certified personal fitness trainer, I had numerous clients tell me that they either didn't remember an exercise I showed them, or they wished they could have me with them every time they exercised. I woke up in the middle of the night in February 2006, thinking of how both of those issues could be resolved if my clients (and others) could download the exercise videos into their video iPod® or computer. Thus, the idea of Fitwise Training was born!

2. How do I download an exercise video?

You can browse our navigation menu based on goals (i.e. weight loss), type of exercise (i.e. yoga), or equipment (i.e. ball exercises). Select the desired exercises or exercise programs to add them to your shopping cart, and upon checkout, you will be asked to create a Fitwise Training account. Once you checkout, the files will be transferred to your account and then your downloads are just a click away! You can easily import the files into your iTunes account (.mp4 files) or other supported viewing device.

3. How many exercises do you have available now?

We have over 150 single exercise video clips and 20+ exercise video packages. Check back often as we add new content every 6-8 weeks.

4. Where do you get the exercise videos? Do you film them yourself?

To ensure the highest quality in exercise instruction, we produce all of our own content. We have hired an award-winning video production company (Garceworks Video Productions) to do all the filming, editing and voice over. The models in our videos are all certified fitness professionals or elite athletes. We film all of our content in High Definition with two camera angles, which will ensure you get the best viewing experience.

5. What different devices can I play the video clips on?

Any viewing device that supports a .wmv (Windows-based) or .mp4 (Macintosh-based) file can play our video clips. Examples include: iPhone®, video iPod®, video Nano®, Blackberry®, Motorola Q, cell phones that play video, any laptop or desktop computer, and select gaming devices that support .wmv files.



6. Can I really exercise and watch a video at the same time?

Because the video clips are filmed in real time (with the full recommended repetitions of each exercise) you can view the video and follow along. If you wish to do additional sets of a particular exercise, you can simply pause the video to continue with the additional sets.

7. Can I download an exercise for free to see how it works?

You can download free samples of our exercise video clips in either a .wmv or .mp4 format. Go to: http://www.fitwisetraining.com/category_s/55.htm to access free downloads at any time.

8. Are there other places I can buy your exercise videos?

We have a few programs for sale on Progio.com, which are offered at the same price as our content. Otherwise, our content is exclusive to our website - www.fitwisetraining.com. We are exploring other distribution channels, so watch the website for new developments and partnerships.

9. Can I order DVD's of your workouts or buy any other Fitwise products?

We have DVDs of our soccer segment (*Soccer-wise Skills and Conditioning featuring Marcelo Balboa*) and our travel-based workout, *Travel-wise*. The cost for DVDs is currently \$19.99 plus shipping and handling. You can order our DVD's through our website at www.fitwisetraining.com.

10. What happens if I have a problem?

For any questions or problems, you can contact us at customerservice@fitwisetraining.com. You will always receive a response within 24 hours, if not sooner.

How-to Guide

1. Search our library for your desired exercise video program.
2. Add your exercise clips or programs to your shopping cart.
3. Check out by completing the step-by-step payment process.
4. Upon checkout, follow our simple 3-step process to save the files to your computer.

To upload the Fitwise Training content (.mp4 files) into your iPhone or video iPod:
(Once the file is saved to your computer hard drive, you will need to import the files into iTunes.)

1. Open your iTunes account.
2. Go to File and select "Import".
4. Select file folder and file name that you saved your new video as.
5. Unzip the file (by clicking on it) and click "Open".
6. The file then goes into "Movies". Click on "Movies" and right click on the file name.
7. Select "add to playlist"
8. Plug your iPod into the computer and go to "File" again and select "Export".
9. You should find the video on your handheld device under Video --> Movies or Playlist.

