



FOR IMMEDIATE RELEASE
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**FITWISETRAINING.COM INTRODUCES VIRTUAL
PERSONAL TRAINERS**
*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.

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Fitwisetraining.com founder and president, 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, Ta’i Chi and

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yoga, with new exercise video clips added monthly. 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.

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