



FOR IMMEDIATE RELEASE

April 24, 2008

Contact:

Jen Lesea-Ames, Fitwise Training, Inc.
303.669.5338

www.fitwisetraining.com

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 travelling. And packing on unwanted pounds can be a problem for casual vacationers and business travellers 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 their 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, Ta'i 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 travelling 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!**

###