



# Fitness Anywhere

Make your body your machine®

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## ***Men's Health* Names Fitness Anywhere's TRX as This Year's "BEST TOTAL BODY TOOL"**

***Groundbreaking, and Affordable Suspension Training Product Enjoys Top Billing in  
National Magazine's April Issue Within Annual "Best New Fitness Gear" Feature***

**SAN FRANCISCO, March 17, 2009** – *Men's Health*, the best-selling men's magazine on newsstands, has distinguished Fitness Anywhere's groundbreaking TRX Suspension Trainer as the year's "Best Total Body Tool" in its April issue, arriving at newsstands today. The significant endorsement reinforces the rapid acceptance for the product over the past two years, now being utilized by a variety of health clubs, elite trainers and athletes, and professional and collegiate sports teams throughout the country. The *Men's Health* distinction also comes on the heels of national exposure the product received in February through NBC's popular reality TV show, *The Biggest Loser*, where contestants compete to shed unwanted pounds, utilizing the most innovative training measures available.

"We enjoyed consistent success and growth in 2008, and with incredible accolades, from a magazine as highly respected as *Men's Health*, we are positioned to raise the bar for TRX Suspension Training even higher in 2009," said former elite Navy SEAL, Randy Hetrick, President of Fitness Anywhere and creator of the TRX Suspension Trainer. "Suspension Training is an unparalleled functional training modality for training the entire body in a manner that's more comprehensive and beneficial than conventional resistance training methods, and we're proud to be at the forefront of this growing movement in fitness."

The *Men's Health* feature highlights the Best New Fitness Gear in several unique categories, with a full page devoted to the TRX and highlights the product's ability to "create resistance from two sources always at your disposal: body weight and gravity" as well as for its portable nature that allows for training virtually anywhere. The feature also sites renowned performance trainer Todd Durkin, who explains how "multi-planar training" with the TRX forces muscles to work in groups, which is critical to alleviating the common muscular imbalances that occur with more conventional and less-comprehensive forms of resistance training. In addition to the TRX being a complete training solution, packaged with cutting-edge training programs, it is also an economical way of getting a full body workout without a hefty price tag.

Considering that the TRX was initially created around the vision of creating a highly portable piece of training equipment that engaged the entire body, this distinction from *Men's Health* couldn't be more appropriate. Fitness Anywhere's Hetrick, developed the TRX when leading elite Navy SEAL units on deployment in remote locations. With no gyms or conventional fitness environments available, Hetrick created the early incarnations of the TRX out of spare parachute materials, allowing soldiers to train their entire body using a single piece of equipment.

Since its introduction to the marketplace in 2005, the TRX Suspension Trainer is now used and trusted by trainers, coaches, athletes, physical therapists, and all branches of the military. Its popularity with teams in the NFL, NBA, MLB, NHL and NCAA surges onward and it has quickly become a mainstay in top health clubs across the country. Already adopted by elite trainers such as Mark Verstegen, Alwyn Cosgrove, Gunnar Peterson and many more, the personal training community is embracing Suspension Training and further establishing it as a tried and true fitness method appropriate for all fitness levels.

**About TRX Suspension Training®**

Suspension Training is a workout that develops strength, balance, flexibility and core stability simultaneously. It requires the use of the TRX® Suspension Trainer™, a highly portable performance training tool that leverages gravity and the user's body weight to enable hundreds of exercises for every fitness goal.

The complete line of TRX products, fitness guides and accessories can be purchased directly from Fitness Anywhere, Inc. online at [www.fitnessanywhere.com](http://www.fitnessanywhere.com). For more information on TRX Suspension Training call the company at (888) 878-5348 or email [info@fitnessanywhere.com](mailto:info@fitnessanywhere.com).

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