



**Fitness Anywhere**

Make your body your machine™

**FOR IMMEDIATE RELEASE**

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## **FITNESS ANYWHERE AND ATHLETES' PERFORMANCE ANNOUNCE EXCLUSIVE PARTNERSHIP**

### ***Fitness Anywhere to Become Exclusive Provider of Suspension Training Equipment to Nation's Leading Athletic Training Organization***

**Tempe, AZ & San Francisco, CA – April 1, 2009** – Fitness Anywhere, the pioneers of Suspension Training®, has announced a partnership with Athletes' Performance (AP), the worldwide leader in integrated performance training, to become the exclusive provider of Suspension Training equipment, programming, and education. The TRX® Suspension Trainer will be integrated across all of AP's programs including their three training centers in California, Arizona and Florida; their military consulting business; and their international sports training programs.

"We are dedicated to providing athletes with the finest systems and equipment to improve their performance," said Athletes' Performance's President and Founder Mark Verstegen. "TRX Suspension Training is a natural and powerful extension of the movement-based performance systems we use at Athletes' Performance to reduce injury potential and improve performance. We love the TRX's versatility and portability for our frequently traveling athletes and achievers."

"Our partnership with Athletes' Performance is a perfect fit because we both share the same goal of delivering world-class performance to both athletes and the military. With their adoption of the TRX, Suspension Training is further established as an essential exercise modality that will improve any athlete's performance--- from the Little Leaguer to the All-Star," said Randy Hetrick, Founder and President of Fitness Anywhere, Inc.

Randy Hetrick created the earliest incarnations of the TRX Suspension Trainer while leading elite Navy SEAL units on deployment in remote locations. The TRX is now being used in every branch of the US Military to deliver peak physical conditioning to military personnel whether on the front lines or in the fitness center.

Beyond the battlefield, the TRX has found a growing following in the world of sports performance. And because the goals and values of the two companies are so well aligned the decision to create a partnership between Fitness Anywhere and Athletes' Performance was easy for them. Fitness Anywhere's deep offerings of professional

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education and exercise programming has helped AP quickly integrate the TRX into their Core Performance methodology.

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. In addition to Mark Verstegen, the TRX has also been adopted by elite trainers such as Alwyn Cosgrove, Todd Durkin, 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 Athletes' Performance**

Athletes' Performance has firmly established itself as the world leader in providing integrated performance training services to elite athletes. From its training facilities in Arizona, Southern California and Florida, the company has trained many of the Top Performers in Sport, from NFL first round picks (8 in 2008) to NFL veterans (over 180 currently in the NFL), from NBA first round picks (7 in 2007) to World Cup heroes (US Women's Soccer, German Men's Soccer), from MLB All-Stars (6 in 2008) to Major Champions in golf and tennis and world-class teams such as the Los Angeles Dodgers and LA Galaxy.

For more information about Athletes' Performance visit [www.athletesperformance.com](http://www.athletesperformance.com)

#### **About Fitness Anywhere, Inc.**

Fitness Anywhere, Inc produces and sells Suspension Training® equipment and programs to trainers, athletes, the military and active individuals. 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.

For more information on TRX Suspension Training products and services visit [www.fitnessanywhere.com](http://www.fitnessanywhere.com) or call the company at (888) 878-5348.

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