



Fitness Anywhere

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FIELD-TESTED FITNESS METHOD IMPROVES OPERATIONAL READINESS FOR TODAY'S WARFIGHTERS

Born in Navy SEAL Teams, "Suspension Training®" With the TRX® Force Training Kit is Being Successfully Implemented by All Branches of Military

SAN FRANCISCO, January 14, 2008 – Success in combat requires physical and mental preparation as well as having the right tools for the job. Randy Hetrick, CEO of Fitness Anywhere and former Navy SEAL squadron commander, enhanced SEAL members ability to maintain peak physical condition on base and in the field when he created the innovative and highly mobile fitness method of "Suspension Training," which has revolutionized functional training for today's soldier. The TRX Force Training Kit gives users a combative advantage by delivering improved strength, balance, and coordination, while helping to reduce injuries at the same time - using only bodyweight and gravity for variable resistance to work the entire body within a single station.

The innovative TRX Force Training Kit is a testament to the resourceful nature of special operations units trained to survive and succeed in the harshest and most resource-deprived environments. Training expertise and world-class performance training tools by Fitness Anywhere have earned recognition from the National Strength and Conditioning Association as their official co-sponsor of Tactical Strength and Conditioning programs.

"Deployed units seldom have access to quality gym equipment, yet it's imperative to their operational readiness and survival that they maintain a very high level of physical conditioning," said Hetrick. "My guys needed something we could use in the tight quarters of a submarine, a safe-house or in remote operating base environments—literally anywhere. That's how the TRX Force Training Kit came about."

The genius of the TRX Force Training Kit resides in its simplicity. Most traditional fitness products use plate weights, elastic or pulleys for resistance. The TRX instead employs the user's bodyweight and simple physics to create an unlimited range of resistance as well as a complete range of functional motion across hundreds of exercises. Basically an industrial-grade harness of soft nylon webbing weighing less than two pounds and able to fold into the size of a shoe, the TRX allows users to safely suspend their bodies in a variety of positions and to adjust resistance from 5% to 100% of their bodyweight. All that is required to begin Suspension Training is an anchor point sturdy enough to support an individual's bodyweight, such as a connex box, crossbar or even a tree limb.

More...

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The complete line of TRX products, fitness guides and accessories can be purchased directly from Fitness Anywhere, Inc. online at www.fitnessanywhere.com. For more information on TRX Instructor Training Courses, volume pricing or partnership opportunities call the company at (888) 878-5348 or email info@fitnessanywhere.com

About Fitness Anywhere, Inc.

Fitness Anywhere, Inc. produces and sells Suspension Training® equipment and programs to trainers, athletes, the military and active individuals. The TRX® Suspension Trainer® is the original bodyweight-based, performance training tool that delivers a high quality, total-body functional workout, yet is completely portable and can be used almost anywhere. The TRX® is currently being used by teams in the NFL, NBA, MLB, NHL and the NCAA, by every branch of the US military, and by top training centers across the US. For more information on Fitness Anywhere's products, programs and accessories, visit www.fitnessanywhere.com.

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