

FOR IMMEDIATE RELEASE

July 1, 2008

**FITWISETRAINING.COM GETS YOU READY FOR THE SLOPES WITH NEW
SKI CONDITIONING WORKOUTS DEVELOPED BY JED SCHUETZE,
FORMER ASSISTANT UNIVERSITY OF COLORADO-BOULDER SKI COACH**

*Portable Personal Trainer Now Includes Ski and Snowboard-Specific Exercises for Download to
Video-Capable Portable Viewing Devices*

Boulder, CO – Its summer and the temps are in the 90's, but before we know it, there will be snow in the mountains and many will be getting ready for the 2008/09 winter sports season. Research shows that it takes 6-8 weeks to see results in any structured exercise program. If you are looking forward to making the most of your winter on the slopes, or planning a ski vacation, you can prepare your body and get in optimal shape with high-quality ski conditioning video programs that download to your iPod[®], cell phone, or computer. Whether you stick to green runs in between relaxing at the lodge, or spend the day in search of moguls, this new offering from **FitwiseTraining.com** will help jumpstart your ski or snowboard conditioning routine.

FitwiseTraining.com is an original "portable fitness trainer" that combines the demand for affordable and fun personalized workouts 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.

Jed Schuetze, the former University of Colorado Assistant Ski Coach and the Ski Technical Director for **FitwiseTraining.com**, explains, "The goal when designing these exercises were to provide a great variety of body motions which simulate movements comparable to those executed while skiing. Each exercise has been a valuable tool for the most competitive ski racers throughout the world, creating strength, balance and the resilience required for all aspects of the sport. The exercises have been designed for all



levels of skiers and require little to no equipment.” More than 35 ski conditioning exercises are available for download “a la carte” and the “Ski-wise” packages are available for all skill levels – from the green package for beginners to the double black diamond package for competitive pros.

“With the winter sports season upon us, there are exercises one can do to get in shape before hitting the slopes,” says **FitwiseTraining.com** founder and president, Jennifer Lesea-Ames, M.S., CSCS. “Not everyone has the time or resources to take a ski conditioning class or hire a certified personal trainer who specializes in ski/snowboard conditioning. **FitwiseTraining.com’s** ski-specific exercises are an accessible and affordable solution to not only get properly conditioned but also decrease the risk of injury. The exercises are easy to download and can be used on almost any device that has video capability, so the programs can be done at the gym, at home, or on the road.”

Since its launch this summer, **FitwiseTraining.com** has taken 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), which is ideal for ensuring the correct technique of most exercises.

In addition to the ski conditioning exercises, professional instruction is available for running, soccer conditioning, strength training, flexibility, Pilates, T'ai Chi and yoga, with new exercise video clips and programs added frequently. Individual downloads are available starting 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 of 8 to 12 exercises, geared toward the individual’s goals (i.e. flexibility, ski conditioning), fitness level (i.e. novice), and available equipment (i.e. free weights) start at \$9.99 per program.

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