



Introduced in 2007, the Adaptive Motion Trainer contributed to Precor's record year

Precor revels in record revenue growth

Precor booked its sixth consecutive year of record-setting revenues, generating a 17% increase in sales, to US\$411 million. The revenue growth represents double-digit increases in all aspects of the company's business, including North American commercial and consumer divisions, and an international division anchored by commercial business in Europe. Precor has generated increased revenues each year since 2000, resulting in a 240% increase in sales since then. In 2007, the company launched more new products than any year in its 27-year history and also expanded its Woodinville, Washington, headquarters and manufacturing campus. For details, log on to www.precor.com or call 800-786-8404.



Biodex equipment works together to improve balance and reduce falls

Biodex partners with ICAA to help prevent falls

Biodex Medical Systems has partnered with the International Council on Active

Aging (ICAA) to sponsor strategy sessions throughout 2008 on ways to prevent falls among active adults. Biodex has long advocated falls prevention. The company's Balance System features a Fall Screening Balance Assessment protocol that allows rapid identification of those at risk. At press time, sessions were scheduled for September 30 in Washington, DC; December 5 in San Antonio, Texas; and during a preconference meeting, Falls Among Older Adults, to be held December 3 at the Sixth Annual ICAA Conference, also in San Antonio. For information, visit www.biodex.com/rehab or call 800-224-6339.

CorePole video offers workout for older adults

CorePole, Inc., has released the programming video *CorePole for Aging Adults*, featuring Jeff Borden. The video shows ways that this product, which features resistance bands of various strengths, can be used to give older adults a workout that includes elements of strength, cardio, flexibility and stability. To learn more, refer to www.corepole.com or call 866-547-4173.

HUR expands to the United States

HUR Health and Fitness Equipment, headquartered in Finland, recently established HUR USA, with offices in Northbrook, Illinois. The subsidiary will focus on the senior living facility and rehab/wellness facility markets for its air strength-training equipment. Juha Vaisanen, formerly with Wilson/Amer Sports and leader of the Precor acquisition, will head the US office. For information on HUR, call 877-729-2636 or go to www.hurusa.com.

THOR•LO announces 'Durability Reward'

In honor of the 30th anniversary of the Thorlos XJ running sock, THOR•LO is running a year-long "celebration" with

various promotions. The first is a "Durability Reward": The company will give one reward to the oldest wearer of XJ running socks and another to the owner of the oldest pair of these socks. THOR•LO will email its customers and post ads in running publications and retailers' newsletters and blogs to identify a winner. The company will replenish the winners' entire sock drawer with Thorlos.

In other news, THOR•LO is adding 18 different products to its line of Thorlos tennis socks. The focus is on color, with a new palette that includes pink, turquoise, red, black and Carolina Blue. The latter reinforces the brand's new advertising message, "Crafted by Carolina Hands." For details, refer to www.thorlo.com or call 888-846-7567.



The Elevation 95R Recumbent Lifecycle Exercise Bike, new from Life Fitness

Life Fitness introduces exercise bike

Life Fitness has added the Elevation 95R Recumbent Lifecycle Bike to its Elevation Series cardio line. The new bike offers entertainment and motivational features, along with several design upgrades. It has a step-through design to facilitate users getting on and off; new armrests with accessible workout resistance controls and Lifepulse digital heart rate sensors; an improved seat that pro-