



*The Life Fitness Integrity Series Recumbent Lifecycle Exercise Bike*

## **Life Fitness unveils cardio line for Integrity series**

Life Fitness recently launched its Integrity series cardio workout equipment, which includes a newly designed treadmill, elliptical cross-trainer, summit trainer, stair climber, and upright and recumbent Lifecycle bikes. The new cardio line also provides a console that is compatible with most iPod models, which makes it possible for users to plug in and charge these devices. The console has integrated controls that allow users to skip songs, adjust volume, change channels, and view iPod-delivered video content through an optional 17" HD-ready, attachable TV. To find out information about the Integrity series, go to [www.lifefitness.com](http://www.lifefitness.com).

## **FreeMotion donates fitness equipment for research**

FreeMotion Fitness has donated six pieces of fitness equipment to a new research facility at the University of Minnesota—the Sport Performance Laboratory in the School of Kinesiology. The donation will enable kinesiology faculty and students to use specialized equipment to examine such critical public health issues as strength and cardiovascular training interventions; metabolism and bioener-

getics (how fat and carbohydrates in food enable human movement); kinetic chain recruitment patterns (how muscles work in unison); the use of vibration in exercise warm-up and recovery; and functional movement patterns related to balance, gait, and preventing falls. Learn about FreeMotion products at [www.freemotionfitness.com](http://www.freemotionfitness.com).

## **New Balance supports breast cancer cause**

In a recent statement, New Balance announced its continued commitment to breast cancer research, awareness and prevention. "We believe we can make a significant contribution to breast cancer education and research by promoting physical fitness and healthy lifestyles as a way to reduce the risk of breast cancer," comments Catherine Marquette, cause marketing manager. The company will donate five percent of the suggested retail price of sales from its Lace Up for the Cure Collection, with a guaranteed minimum annual donation of US\$500,000 through 2012 to Susan G. Komen for the Cure. For information about the partnership, see [www.newbalance.com/komen](http://www.newbalance.com/komen).



*The Cardio-Tramp Rebounder. STOTT PILATES® photography © Merrithew Corporation*

## **Merrithew introduces rebounder, appoints VP**

Merrithew Health & Fitness recently launched the Cardio-Tramp Rebounder, which allows users to incorporate cardio exercise into STOTT PILATES Reformer programming. The rebounder features a soft landing surface and is suitable for low-impact, functional exercise programs.

In other news, the company has promoted Carol Tricoche to Vice President, Full Solutions, a role in which she drives business growth by working with customer facilities, distributors and licensees. She leads development of programs designed for active-aging communities. Since joining the company in 2006, Tricoche has been instrumental in the success of Merrithew's main brand, STOTT PILATES. Visit [www.merrithew.com](http://www.merrithew.com) for Cardio-Tramp details.



*The Thera-Band Stretch Strap*

## **New Thera-Band strap aids flexibility, range of motion**

In November, Hygenic/Performance Health released the Thera-Band Stretch Strap, an alternative to static-only stretching straps. This new product can be used with both static and contract-relax stretching, a form of stretching that improves range of motion and flexibility. The Thera-Band strap's multiloop design allows for stretching of major muscle groups and extremities, and for foot-related conditions. Numbered loops allow therapists or trainers to give accurate instruction when setting goals and limitations, so users don't push too far, too fast. These loops also provide visual feedback for users, validating progress. Refer to [www.thera-band.com](http://www.thera-band.com) for further information.

## **Power Systems prepares silver anniversary specials**

Established in 1986 by Bruno and Julie Pauletto, Power Systems Inc. is celebrating its 25<sup>th</sup> Anniversary in 2011 with special offers and sales throughout the year. A new ICAA Preferred Vendor, Power

# Preferred Vendors

Systems recently redesigned its catalog and website to make it easier for fitness professionals and consumers to shop and locate tools and resources, including educational articles. The company also added more than 100 new items to its product line. To learn more about Power Systems and its products, to request a catalog by mail, or to download a catalog online, go to [www.power-systems.com](http://www.power-systems.com).



*The weighted Wellness Belt*

## **Weighted belt launched in active-aging market**

Wellness Belts Inc., a new addition to ICAA's Preferred Vendors, is now making its weighted clothing product available to active older adults. Designed to be worn unobtrusively as part of a person's wardrobe, the company's weighted belt provides extra resistance during everyday activities. This inexpensive belt has the potential to help users burn calories and improve posture, while the product's weight helps the hip bones to strengthen naturally whenever users are on their feet. Wellness Belts' licensed medical device can be purchased by calling toll-free 800-978-2358 or going online at [www.wellnessbelts.com](http://www.wellnessbelts.com).

## **Accelerated Care Plus announces merger**

Hanger Orthopedic Group recently signed a merger agreement to acquire Accelerated Care Plus (ACP), a new ICAA Preferred

Vendor that offers integrated clinical programs for subacute and long-term care rehabilitation providers, for approximately US\$155 million in cash, rendering ACP debt free. As a result of the merger, ACP senior management will buy approximately 500,000 shares of Hanger common stock. ACP has current contracts to serve more than 4,000 skilled nursing facilities in the United States, including 22 of the 25 largest national providers, making it a new, but related, growth platform for Hanger. To learn more about ACP, go to [www.acplus.com](http://www.acplus.com).

## **Anytime Fitness honors Precor for third time**

Precor was voted Vendor of the Year by Anytime Fitness, earning the honor—which recognizes outstanding performance, support and client service—for the third time. The award was presented to Tim Block, Precor's national account manager in the US, at the 2010 Anytime Fitness annual conference in Big Sky, Montana. The Vendor of the Year is chosen based on the results of an annual survey, which asks more than 1,250 Anytime Fitness franchisees to assess suppliers on factors ranging from quality and price, to responsiveness, commitment and enthusiasm. Precor equipment details are available at [www.precor.com](http://www.precor.com).

## **Successful aging initiative sets up Colorado office**

Masterpiece Living, LLC, is establishing a base of operations in Denver, Colorado, and recently set up a temporary office in Centennial before moving to a permanent location. Manning the new operations hub are Gina Thurber, MS, and Kelly Steinke, MSW. Thurber, an operations and development specialist, has been with Masterpiece Living for three years and relocated to Denver from the Tampa, Florida, office. Newly appointed-medical social worker Kelly Steinke was formerly with Evercare Hospice and Palliative Care, also in Denver. Discover more about Masterpiece Living and its products at [www.mymasterpieceliving.com](http://www.mymasterpieceliving.com).



*Med-Fit's dual stack Freedom Trainer*

## **Med-Fit shows profit and launches new products**

Med-Fit Systems, manufacturer of Nautilus commercial fitness equipment and new ICAA Preferred Vendor, has announced its third consecutive quarter of profitability after acquiring commercial assets from Nautilus. "Bringing the manufacturing of our cardio products back to the United States, introducing our new dual stack Freedom Trainer and Nautilus NOVA single and dual function machines fed an uptick in new orders, resulting in our best recorded quarter since the acquisition," states CEO Dean Sbragia. Med-Fit also launched an additional strength line, and new fitness assessment and programming tool at the Athletic Business Expo in December. For more information, go to [www.medfitsystems.com](http://www.medfitsystems.com).

## **Discount offered to LifeBio newcomers**

LifeBio is offering a 10% discount until January 31, 2011, for all organizations and communities that adopt its reminiscence and relationship-building tools for the first time, and become LifeBio-certified. The company's proven turn-key approach captures life stories and builds relationships. Through Life Story journals, LifeBio.com, and LifeBio 101 (the curriculum for eight-week lifelong learning programs), older adults share their life stories, potentially impacting all dimensions of wellness and community outreach. For more on LifeBio and its products, please visit [www.lifebio.com](http://www.lifebio.com). To learn more about the discount, call 937-303-4576 or email [info@lifebio.com](mailto:info@lifebio.com).