



GRAVITY NEWS

EFI SPORTS MEDICINE

THE QUARTERLY GRAVITY SYSTEM™ UPDATE :: VOLUME 2, NUMBER 1

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GRAVITY™ FEATURE STORIES

LIFE TIME FITNESS DOUBLES REVENUE PROJECTIONS IN FIRST MONTH!

Group Fitness Director, Kimberly Spreen and her team at Life Time Fitness in Flower Mound, Texas, spent the holiday season perfecting their pull-ups, squats and curls on the GTS. The family oriented health and fitness facility launched the GRAVITYSystem to its members on January 10th—just in time to motivate those with New Year's resolutions.

“Our instructors were blown away at the GRAVITYTraining session... they love that it's something they can teach without taxing their bodies.”

“Our instructors were blown away at the training sessions,” said Spreen, who is also a GRAVITYTrainer. “We had to turn away 12 instructors because we just didn't have room. They love that it's something they can teach without taxing their own bodies. You can really get in the participant's space to coach them; which allows you to make the class what it's really about – the participant.”

Life Time Fitness has eight GTS units and has scheduled 16 classes per week. To build enthusiasm and momentum among members, Spreen began offering demonstrations and orientations to members in mid-December, making sure that someone was available at the end of each session to sign members into the fee-based program.



Kim Spreen and her Life Time Fitness team.

For the month of January, the GRAVITYProgram more than doubled its revenue projections. Within the first week, Spreen had to add two more classes to meet the demand of the members. As of early February, many classes were already booked solid through the end of March. Taking the time to plan the launch is worth the effort according to Spreen, “We took the time to launch the program right. It took some planning, but it's paying off.”

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“The best response from our members is that it is fun and not intimidating,” says Spreen. We can't wait to launch GRAVITYPilates at the end of March. It's a phenomenal program and my personal hope is to launch the GRAVITYSystem throughout all of our clubs.” ☺



GRAVITYGroup Strength Training at the A.C. Lewis YMCA in Baton Rouge, LA

GRAVITY™ AROUND THE WORLD

TEAM SPIRIT

GRAVITY continues its march around the world with launches in Madrid, Moscow and Mexico City.

In September 2004, the globetrotting GRAVITYTeam traveled to far away lands. After four days of orientation in Madrid, Spain's top trainers were inspired to seek positions on GRAVITY's Spanish Team. Alex Ventura and Carmen Diaz, along with Javier LaCunza and Angelica Solana subsequently attended the November GRAVITYSymposium to become Spain's first GRAVITYTrainers. GRAVITY's Spanish distributor Rocfit, along with the team of trainers, will launch GRAVITY in April at Fitness Madrid.

After Spain, the US GRAVITYTeam trekked to Russia to participate in the Intersport Fitness Convention in Moscow. Personally invited by show host, Vladimir Snezhik, GRAVITYTrainers delivered orientation classes to over 50 Russian trainers who caught on quickly to the benefits of GRAVITY's high caliber of functional training.



efi's Jeff Groh, defying gravity in Red Square

GRAVITYTrainers from Italy were also on hand in Moscow presenting their own courses and assisting the US Team with GRAVITYClasses and presentations. Jairo DeCastro and Alexandro Viligiardi were front and center in GRAVITY gear,



Russian Trainers capture the essence of GRAVITY

while Igor Castiglia and Anna Cortona popped in to help with the nonstop GRAVITYPresentations. Russian distributor, Mfitness and efi Sports Medicine selected five Russian trainers to attend the November GRAVITYSymposium in San Diego. The new trainers will play an integral role in the launch of GRAVITY at World Class in Moscow this April.

Before returning to the States, the US Team decided that you can't go to Moscow and only visit the inside of a convention hall. The last afternoon in Russia was spent exploring historic sites such as Red Square, the Church of St. Basil and the Bolshoi Ballet.

:: continued on page 2

GRAVITY™ SPOTLIGHT

A.C. LEWIS YMCA CAPTIVATES MEMBERS

When Fitness Director Donna Schutz attended Dallas Mania, she was looking for equipment that would work with the space limitations she faced at A.C. Lewis YMCA in Baton Rouge.

The solution: GRAVITYSystem.

The club introduced GRAVITY to its 7,000 members in July 2004 and has seen group class attendance swell.

The 11 GTS units are set up in a room exclusively for GRAVITY. With 19 classes per week, club members are clamoring for spots and sign up sheets typically fill up within 10 minutes.

"GRAVITY is really cool, new and different," says Schutz. "It not only meets the needs of the gym by packing a lot into a small space and helping alleviate bottlenecks on the main floor, but it's so much fun! And that's the attitude of our members – they're having fun doing it."

Already, GRAVITY instructors have developed followings among the 190 individuals attending classes every week. In particular, instructors have noticed women are really drawn to the classes.

Adds Schutz, "The GRAVITYSystem is great for getting women into strength training because it's a friendlier environment than free weights or the big machines on the main floor."

"Since beginning training on the GTS, I have lost weight and improved my muscle strength and tone. Because of the focus on the core, I have increased



GRAVITY Instructor Michael Robinson and Maggie Shamblin during a GRAVITY Personal Training Session

flexibility and have much better posture," said club member Mary Lucy Thompson. "The GTS provides a full body workout on just one machine, making it time and user friendly and totally efficient."

Schutz has even started her own GRAVITY circuit training classes one day per week. "The 30-minute class alternates between the GTS, bikes, jump rope and a step station, and it's a great strength and cardio class," says Schutz.

In addition to being popular among members, GRAVITY is also popular among the Y's trainers.

Fitness supervisor, Alan Duke Wellington, teaches 10 classes a week, five group classes and five small group personal training sessions.

"This is the ultimate teaching experience and I've taught everything," he says. "It's an awesome piece of equipment. The quality of the workout you get in 30 minutes is amazing and it is incredibly flexible from a personal training point of view – I can train four clients at once, each with different needs, and never leave the GRAVITY room." ☺

"This is the ultimate teaching experience and I've taught everything."

GRAVITY™ AROUND THE WORLD :: continued
GRAVITY OLE' MEXICO CITY

Business partners Debbie and Patricia Dorenbaum, efi's Mexican distributors, put on a spectacular GRAVITY event, complete with star power, media coverage and fireworks. The launch featured the GRAVITY presentations on closed circuit high definition monitors in every room. Music, drinks, hors d'oeuvres, balloons, flowers and painted models all made for a vibrant evening for Mexico's top fitness industry names and club owners.

The following day, trainers from all over Mexico attended a GRAVITY Orientation to get a "feel" for the program. Tomas Weimer, Fernando Sepulveda, and Cecilia Avila are positioned to steal the show during the industry launch at Mexico's Club Industry show in May.

Back in the United States, November saw the biggest GRAVITY Symposium yet, with 30 trainers attending from the U.S., Canada, Russia, Spain, Australia and Italy.

An amazing display of team spirit and support was demonstrated by the world's top trainers – excited by efi Sports Medicine's international reach and distribution. And efi is happy to have them aboard. ☺



GRAVITY Launch, Gala in Mexico



Patricia & Debbie Dorenbaum with Mexico's popular recording artist Shaila.



Attendees view GRAVITY demonstrations at Mexico's launch



Elizabeth Leeds, GRAVITY Orientation, Moscow Intersport Convention

GRAVITY™ CUSTOMER INNOVATIONS

Q & A WITH ROB GLICK

efi Sports Medicine brought Rob Glick on board to help develop GRAVITY programming in 2002. As an internationally known and respected fitness educator, instructor and choreographer, Rob has been invaluable to the GRAVITY development team – contributing his expertise to program development, leading the GRAVITY Master Trainer Team, training of GRAVITY personnel, and as a GRAVITY workshop and convention presenter.

Additionally, Rob was recently named the National Program Developer for Crunch, where he'll look for and evaluate new programs and classes and ensure that they are supported by the proper fitness education.

Rob and the GRAVITY Master Trainer Team will spend the next few months learning and perfecting the GRAVITY Post-rehab program which was developed by two prominent European physical therapists, Robert Pfund, PT OMT, MappSc, from Germany and Fritz Zahnd, PT OMT, from Switzerland.

Rob along with other team members collaborated with efi's program consultant, AVVISO Sports Medicine, in the development of new GRAVITY Programming to be introduced at IHRSA this year. GRAVITY Group: CoreDynamics is a class combining Pilates and strength training disciplines to format a challenging core integration workout for GRAVITY.

Rob will play an integral role in the development of future GRAVITY Programming, particularly as it relates to advancing the group workouts. He provides choreography and leadership for efi's presentation team and he will continue to identify and recruit industry leaders to be part of the GRAVITY Team.

What motivated you to become a fitness professional?:

In the early 80's, I fell into the contagious energy of aerobics. This was when there were plenty of instructors but not much education. So, I went back to school and earned a degree in exercise science from Chapman University.

I began teaching at Voight Center in Los Angeles, the "spot" for the emerging trend of group exercise. People came from all over the world to take classes at Voight and I enjoyed making the exercise experience fun and motivating while also giving accurate information about the body and the benefits of exercise.

What exercise trends do you see developing?:

Clearly one of the biggest trends is the integration - or fusion - of different exercise disciplines. You especially see this in yoga and Pilates as people become more "mindful" about their fitness routines. We've become more educated and research driven, understanding the importance of cross training. Participants want longevity in their fitness programs and a wide selection of classes. That's why this new CoreDynamics GRAVITY class is so exciting.

Why did you get involved with GRAVITY?:

My supervisor at Crunch, Donna Cyrus, brought me to efi's headquarters in San Diego to see the program. I was skeptical at first but as I started training on the equipment I was amazed! It delivered on all its claims and it was fun. I fell in love with the equipment and the integrity of the company and its people. ☺



Rob Glick

GRAVITY™ TRAINER PROFILES

NEIL MALLINSON CSCS

Not many people would push their body and mind to endure a 27-hour, 199 mile race. Neil Mallinson not only did it, but wants to do it again. "The relay race was an amazing experience. I got to run across the Golden Gate Bridge at four in the morning and compete on a team with men who had years of experience."

Mallinson brings that same drive and enthusiasm to the GRAVITYTraining Team. Since becoming a GRAVITYTrainer in 2003, Mallinson has seen



first-hand the authentic excitement generated by the GRAVITYSystem. "Lots of people are skeptical until they get on the GTS and try it – and then they all fall in love with it!" he says. "The GRAVITYSystem is

an extremely effective and efficient way to workout and achieve results. It can challenge all levels of clients from beginner to advanced."

Mallinson's passion is training and making peoples' lives better through proper nutrition, strength training and cardiovascular exercise. An avid runner, he participates in races throughout California and in 2003 he conquered the Providian Relay, a 199-mile race from Calistoga to Santa Cruz.

In addition to GRAVITY, Mallinson is a personal trainer, boot camp, group exercise and strength and conditioning coach at Frog's Club One in Solana Beach, Calif., where he works with a variety of clientele from athletes to the deconditioned population.

Before coming to California, Mallinson was the fitness manager and master presenter at Washington Sports Clubs for four years. He was also a consultant and presenter for Star Trac Fitness and a semi-professional soccer player.

An east coast native, Mallinson attended the University of Maryland where he earned his degree in kinesiology and a minor in sports medicine. ☎

RANDY BICHLER

If Randy Bichler looks familiar it's because you've seen him on the stage in Phantom of the Opera, Cats and Evita on Broadway, and in Chicago, Las Vegas and Minneapolis theaters.

His dancing career and subsequently, his teaching career, took off during an audition when the director told Randy (then 270 lbs) that he needed to lose weight in order to get the part. Committed to shedding his excess weight, Randy signed up at the local YMCA and began aerobics, walking, running and weights. After months of hard work he was 100 lbs lighter and also discovered he had a knack for dancing. The YMCA invited him to become an instructor and 20 years later, Randy has been involved with a number of exciting fitness disciplines.



He is currently an instructor at Crunch Fitness and Equinox Fitness in Chicago. He is a Master Trainer for Resist-a-Ball, Pilates Allegro and is the Athletic Trainer for the World Champion Cavaliers Drum and

Bugle Corps. Formerly, he served as Group Fitness Director for Gorilla Sports, Crunch Fitness, Lakeshore Athletic Clubs and The Sweatshop in Chicago.

Today, he's helping train instructors around the country on the GRAVITYSystem.

"I love the GTS because it makes people with different fitness levels and abilities within the same class successful," says Randy. "The educational training system has incredibly high quality and integrity – it was absolutely something I wanted to be involved with."

Randy has a B.A. in Musical Theater from the University of Wisconsin and is ACE and AFAA certified. When he isn't helping others get and stay healthy and fit, he's painting, gardening or hanging out with his two cocker spaniels, Clifford and Monty. ☎

GRAVITY™ WELLNESS SPOTLIGHT

BLADIUM BUILDS GRAVITY BUZZ!

For new fitness clubs, finding a way to stand out from the competition is the key to success.

Bladium, in Alameda, California, opened its doors three and a half year ago and prides itself on offering recreational athletes and fitness-minded people an exciting, modern and inspiring



The GRAVITY room at the Bladium in Alameda, CA

environment to complement their active lifestyles.

When the club introduced the GRAVITYSystem to its members in August 2004, Fitness Director, Kara Collier, hoped it would give them a competitive edge. To do that, Collier kicked her marketing machine into full swing.

"We used the starter package from efi Sports Medicine to personalize our own posters and fliers which we posted throughout the whole facility," explains Collier. "We sent out teaser emails to all our members and included GRAVITY in our newsletter."

Traditional marketing is always good, but sometimes, seeing is believing.

"Our GTS units arrived early so we set one up on the fitness floor a week ahead of time," said Collier. "Around the GTS we posted fliers saying 'Coming Soon!' and stacked information packs on the program and how it would benefit members. Having the GTS out for people to see turned out to be the biggest pull and by far the best buzz generator."

After seeing the shiny new unit for a few days, members got to watch eight trainers receive their certifications from the GRAVITYTraining Team.

"Our aerobics room has glass walls which allowed members to watch the trainers in action," said Collier. "That REALLY pumped them up!"

In one month, Bladium has seen 40 members go through the GRAVITYSystem and twenty are already consistently attending the group strength classes. The popular "Testimonial Wall" at the entrance to the fitness center is cluttered with positive feedback from members including one that says, "The GRAVITY class is the best overall workout I've ever experienced in such a short time that combines both cardio and strength training."

Collier plans on expanding the classes to include GRAVITYPilates once her trainers and members have mastered the principles of the strength training program. Group strength classes are currently offered throughout the day, ten times a week and members pay no additional fee to attend.

"The GRAVITYSystem is a very solid and innovative program," added Collier. "It's new and something not many people have seen yet so it makes us look like we're on the cutting edge – a huge strength." ☎

GRAVITY™ EVENT INFORMATION TRAINING COURSES



Rob Glick and Tomas Weimer showing proper form



Jeff Groh explaining the principles of training with body weight

CERTIFICATE COURSES

GRAVITYPersonalTraining :: 8 hour :: \$220
San Diego, CA :: April 22
Chicago, IL :: May 13
Orlando, FL :: June 24
Orlando, FL :: October 21

GRAVITYGroup :: 8 hour :: \$220
San Diego, CA :: April 23
Chicago, IL :: May 14
Orlando, FL :: June 25
Orlando, FL :: October 22

GRAVITYPilates :: 8 hour :: \$220
San Diego, CA :: April 24
Chicago, IL :: May 15
Orlando, FL :: June 26
Orlando, FL :: October 23

GRAVITYPostRehab :: 2 days :: \$375
San Diego, CA :: June 18 & 19
Orlando, FL :: August 13-14

GRAVITY™ IN THE NEWS

ON TV

GRAVITY was recently featured on two local San Diego News shows:
KUSI Morning News & KSWB – San Diego 360

GRAVITY™ TIPS AND UPDATES

NEW GTS® NOW SHIPPING

The 2005 GTS, offering easier and improved level changing is on its way to clubs around the world.

The new design integrates new elements into the GTS tower and base including built-in transport wheels that offer more durability to facilitate smooth rolling. The back of the tower is now enclosed and strategically placed handles allow for easier moving and storage.

The new GTS tower features a hard molded plastic cap with a pulley storage slot and a ratcheting mechanism that helps users change levels. This addition forces the tower forward to help securely place the rails in the tower hooks automatically.

A counter-weight built into the tower assists in lifting the rails to the higher levels and makes it easier for shorter or weaker users to change levels without difficulty. *(As always, users must still visually check to ensure the level change is complete.)*

Additionally, a new lock pin secures the GTS for improved portability in the folded position. The GTS tower must rest on a flat surface with nothing obscuring its ability to tilt forward or backward. For more information on the 2005 GTS, contact efi Sports Medicine at 800-525-6901. ☎

PRESERVING THE HEALTH OF YOUR GTS®

1. Keep handles free from the tower base when moving the GTS unit. If you set the tower base on the foam handles or roll it over them, they will be damaged.
2. When folding and unfolding the GTS units, keep the pulley cables away from the rail hinge. If you catch the pulley cables in the rail hinge when unfolding the GTS, the cables will be damaged or even cut.
3. Dirt and dust will build up on the rails and wheels over time, impeding the smooth rolling of the glideboard. When cleaning the rails use only a dry cloth, or fine steel wool and clean the wheels, also. Do not use oil or silicone based products on the rails, as this will cause the wheels to slide rather than roll.



New 2005 GTS

4. Be sure that pulley cable exercise are performed with the center pulley hooked to the glideboard, or free hanging in front of the tower.

If a member tries to perform pulley cable exercises while the center pulley is still in the tower storage slot, the force may pull the rails out of the tower hooks, or may disengage the cotter pins in the center pulley. Continue to cue, for class members to hook the cable to the glideboard, especially when you have new attendees in your GRAVITYClasses. ☎



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GRAVITY NEW ADDITIONS

THE FOLLOWING FACILITIES OFFER SOME OR ALL OF THE GRAVITY SYSTEM.

LIFE QUEST FITNESS CENTER

Pasco, WA
509.545.5191

Offering: **GRAVITYGroup™ :: GRAVITYPersonalTraining™**

MOUNTAINSIDE FITNESS PLATINUM CLUB

Scottsdale, AZ
480.502.2096

Offering: **GRAVITYGroup :: GRAVITYPersonalTraining GRAVITYPilates™**

FROG'S CLUB ONE - SOLANA BEACH

San Diego, CA
858.792.4008

Offering: **GRAVITYGroup :: GRAVITYPersonalTraining GRAVITYPilates (in Feb. 2005)**

LIFE TIME FITNESS

Flower Mound, TX
972.355.5000

Offering: **GRAVITYGroup :: GRAVITYPersonalTraining GRAVITYPilates (in Feb. 2005)**

STUDIO FIT BY NANCY

Columbus, IN
812.376.9770

Offering: **GRAVITYPersonalTraining**

FIT CLUB (2 UNITS)

Springfield, IL
217.787.1111

Offering: **GRAVITYGroup :: GRAVITYPilates**

LAFAYETTE STREET CRUNCH INTERNATIONAL

New York, NY
212.614.0120

Offering: **GRAVITYPersonalTraining :: GRAVITYPilates**

CLUB ONE CITIGROUP CENTER

San Francisco, CA
415.399.1010

Offering: **GRAVITYGroup :: GRAVITYPersonalTraining GRAVITYPilates**

JUST BREATHE

El Dorado Hills, CA
916.580.4476

Offering: **GRAVITYGroup :: GRAVITYPilates**