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**efi Sports Medicine Announces Latest GRAVITYouth Series:
F-U-N Is Key Ingredient in Dynamic New Fitness Program for Kids**
GTS Unit Lets Clubs Expand GRAVITY Programs To Kids

LAS VEGAS — efi Sports Medicine has announced its new GRAVITYouth Series™ — an innovative club program designed to help kids be active, train for sports and, most importantly, have fun.

The GRAVITYouth Series features two exciting, age-specific workouts: Secret Circuit, for kids ages 7 to 11, and Sports Circuit, for adolescents ages 12 to 15. Both 30-minute workouts are performed on efi's revolutionary GTS unit, an incline glideboard and cable pulley system that uses an individual's body weight as resistance. The unit enables clubs to offer a safe and effective means of training users of all ages, sizes and ability.

Secret Circuit is set up as an interactive game for 7- to 11-year-olds. Participants choose from a deck of cards featuring various exercises they can perform and surprises such as wild cards and a Joker to keep the kids interested and entertained. Sports Circuit engages 12- to 15-year-olds by linking exercises to sports activities and competition. GRAVITYouth stickers and posters make it easy for instructors to motivate all age groups and track participants' progress.

Each GRAVITYouth program utilizes traditional strength training and flexibility exercises, but the delivery style, tempo, intensity and exercise selection is tailored to the unique capabilities and interests of each age group. Both workouts, however, strongly emphasize the "fun" factor.

“The GTS really makes the difference,” said Tom Campanaro, efi Sports Medicine president and CEO. “The kids are intrigued by the unit and enjoy being able to master a new activity.”

Youth fitness topped the American Council on Exercise’s (ACE) list of top fitness trends for 2006. This is partly in response to the increasing prevalence of inactivity and obesity among today’s youth.

“Getting children involved in exercise, particularly total-body conditioning, should have a positive impact on the obesity problem,” says Dan Cipriani, assistant professor in the department of exercise and nutritional science at San Diego State University. “Research suggests that inactive kids are far more likely to become inactive adults. That’s why fun, interactive youth fitness programs, such as efi’s Youth Fitness Series, will help kids develop exercise habits now.”

About efi Sports Medicine

After more than a quarter century at the forefront of innovation in athletic training, physical therapy and home fitness, efi Sports Medicine has become the leading manufacturer of functional exercise equipment. efi's ground-breaking integration of the proven benefits of gravity resistance and functional training on a single exercise apparatus facilitates shorter, more efficient workouts that produce superior results. Today, efi provides a wide array of equipment to more than 14,000 clinics, schools, hospitals, athletic training centers, health clubs and 2.5 million homes worldwide. Visit efi on the Web at www.efisportsmedicine.com or call for more information at 800.541.4900.

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