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**FOR IMMEDIATE RELEASE**

## **AFG Home Gyms Built for Today’s Strength Trainer**

**COTTAGE GROVE, Wis. (August 20, 2007)** – Take a look at most home gyms today and they look like they’re designed for hard-core weight lifters. Despite the dramatic surge in participation among non-traditional strength trainers like women, seniors and first timers, manufacturers have been slow to address the needs of this emerging market – until now. AFG (Advanced Fitness Group) has set its sight on developing home gyms that are more inviting and engaging for next-generation strength trainers.

“The new consumer looks at weight training as a means to lose weight, hit a golf ball farther or keep up with the grandkids,” said Todd Boerboom, brand manager for AFG. “It’s not about building muscle mass – it’s about building functional strength to lead a healthier life.”

Prior to developing its new home gym, AFG conducted extensive research with women, seniors and those who are new to the fitness category. Potential purchasers indicated that their immediate needs were not being met with current strength training equipment. As a result, AFG set out to better understand their needs. The results were clear:

- People want a fast, total-body workout
- They find most home gyms to be intimidating
- They want to transition quickly and easily from one exercise to the next
- Variety and flexibility are important selling points
- They desire a strength training workout that addresses a specific need (i.e. weight loss, sport-specific training, etc.)
- Comfort and quality at a value is key

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## **ADD ONE: AFG Home Gyms Built for Today's Strength Trainer**

Based on these findings, AFG set out to develop a smart home gym that delivers the perfect strength training solution for the beginner, yet is versatile and robust enough to appeal to advanced users. The result is the new 2.0 AS (MSRP: \$1,199). Out of the box, this gym takes less than 90 minutes to assemble (versus four to five hours with competitive products). Once assembled, the 2.0 AS is designed to deliver a fluid, total-body workout in as little as 20 minutes.

Users can quickly and efficiently move through workouts due to the gym's unique design. Cables don't have to be rerouted between exercises, which is common with competitive models. High-quality cables and commercial-grade pulleys equipped with bearings make lifts extremely smooth, minimizing stress on the body while prolonging the life of the equipment. Weight resistance is quickly and easily modified through an incremental weight stack with push-pin design. The weight stack pivots to give users easy access no matter where the gym is placed in the home.

Individuals can select from more than 70 lifts using a high, mid or low pulley, a leg curl bar or various attachments (lat bar, bicep curl bar and leg cuffs). For those who need help getting started with a strength training program, the 2.0 AS comes with an in-depth training guide that provides a variety of time-based, body-specific or sport-specific workouts. The training guide allows individuals to customize a strength-training program based upon specific needs and goals.

The AFG 2.0 AS comes with a lifetime warranty on the frame, 10-year warranty on parts and one-year warranty on labor. The gym will be available at specialty fitness retailers in fall 2007.

AFG is a subsidiary of Johnson Health Tech Co., Ltd., the fourth-largest fitness equipment manufacturer in the world with roughly \$348 million in annual sales revenue (2006). AFG products are sold exclusively at specialty fitness retailers around the country. AFG offers a wide variety of smart, value-added fitness equipment, including treadmills, elliptical trainers, exercise bikes and functional strength training equipment.

All AFG equipment is designed with one thing in mind – the end user experience. Before a product is conceived, AFG talks to consumers to find out what they want in their fitness equipment. Based on this knowledge, AFG focuses its resources on the things that matter most, developing the tools and features people need to accomplish a fitness goal. The end result is smart, highly functional fitness equipment that empowers people to look, feel and live better.

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