



FOR IMMEDIATE RELEASE

The inSHAPE mission is to create a world where it's cooler NOT to be a member of the gym, where people can live healthy, active lives without the use of fancy equipment and without the waste of time it takes to travel to and from an exercise facility. Operating in its 15th year,

inSHAPE works with clients to devise and deliver practical and efficient exercise programming based on logistics, abilities, goals, and schedules. The team trains clients in person in New York City, and Fairfield County, CT, and we work with clients via Skype across the United States. Via Internet radio, people all over the world can also benefit from the weekly equipment-free workout created at inSHAPE, and this unique routine is also published both at the company website and sent out via a free weekly opt-in newsletter. InSHAPE is also the creator of the GO Band®, a portable mini-resistance band, which is revolutionizing the way people attack their in-home strength routines.

“When I founded inSHAPE back in 1997, premium gyms and equipment based training regimens were extremely popular. Working with my team of in home professionals, clients were able to eliminate the travel time and benefit from the motivation of exercise in a more convenient location.” says Jillian Redfern, Founding Partner of inSHAPE Fitness.

“I never go to the gym. And I encourage clients and our team of trainers to experiment with regimens that conform to life, instead of letting exercise control one's life. With 15 years of continued service in homes and offices of so many shapes and sizes, our team is well equipped to show people how to do this. It is truly liberating to know that you don't need a gym to stay fit, and that is the cornerstone of inSHAPE's success. ” continues Kim Watkins, Managing Partner of inSHAPE Fitness.

“As the environment continues to change, the team at inSHAPE molds to suit the needs of working professionals, bridal clients, pre & post natal woman, stay at home moms, and retirees. Our mission to create customized in home programming is stronger than ever.” confirms Redfern.

The foundation of inSHAPE's programming involves three simple variables: pace, precision, and pairing. Most people rest too long between exercises. At inSHAPE, we help people learn how to move with enough effort to sustain an elevated heart rate throughout their routine but without pushing them past their point of ability too soon. By emphasizing precision of

movement, our workouts force the body to exert effort without the help of momentum, which in turn, makes the routine more effective. Finally, we pair exercises together that flow well and balance out inadequacies in strength and stability. No two workouts are ever exactly the same, yet the team uses a surprisingly small number of foundational moves to create countless exercise routines. We help our clients feel great, lose weight, walk down the aisle looking their best, train for sporting events, support a pre/post natal body, and stay injury free at any age.

inSHAPE currently has a staff of 15 certified and insured in-home personal trainers, yoga instructors, Pilates teachers, massage therapists, and nutritionists. With years of experience, degrees in health related fields, and certifications with top fitness organizations, you will not find a stronger collection of the finest fitness professionals in the industry. Some of the dedicated employees are even a blend of several fitness disciplines. The inSHAPE team are educated, diverse in their skills and teaching styles, and stay informed of the latest health and wellness research.

www.inshapelc.com

PERSONAL TRAINING PROGRAMS

inHOME Personal Training

You and your trainer will begin with a thorough review of your typical fitness regime - or lack thereof - and your goals and exercise interests. He/she will then guide you through the exercises that make the most of your time together, in a combination of cardio, strength, and flexibility moves. Your sessions, whether they are once a week or multiple times per week, will be designed specifically for you.

	45– Minute Training Session	60—Minute Training Session
Single Session	\$100.00	\$125.00
Package of 10	\$950.00 (\$95/Session)	\$1150.00 (\$115/Session)
Package of 20	\$1700.00 (\$85/Session)	\$2000.00 (\$100/Session)



inHOME Yoga/Pilates Programs

What better place to practice relaxation and develop flexibility than in your own home - and yes, if you have enough room to lay down a mat, you have enough room to take advantage of an inSHAPE Yoga Program. Our experts are certified in various yoga disciplines including Hatha, Vinyasa, and Restorative. They can also customize your sessions using a combination of disciplines and postures based on your goals and physical condition.

10 Sessions	\$1250.00	60 Minute/ Session
20 Sessions	\$2200.00	60 Minutes/ Session



Group Fitness Classes and Outdoor Personal Training

inSHAPE offers group fitness classes in Central Park (NYC) and Cherry Lawn Park in Darien, CT.

GO Band Boot Camp in Central Park - This group fitness class is a combination of cardio, strength and flexibility, and it challenges all fitness levels with the use of your own body weight, the stairs, and inSHAPE's GO Band resistance band. A fun and inspiring class and an excellent way to break the monotony of your typical workouts.

*Taught by request in the winter months

** inSHAPE is also available to set up group training in your home or office.

New Year's Transformation Package

The ball drops on New Year's and reality sets in. It's a New Year, and with it, a new opportunity to get in better shape, develop better eating habits, and feel great! Unfortunately, the first weeks of January are also the first back from time off at work. Hours spent at the office typically rise, lunches are shorter, and free time is sacrificed.

Instead of wasting time worrying about New Year's Resolutions, pouring over diet books, and going to the gym, let the team at inSHAPE help you look and feel your best with the "2012 Weight Loss Special" fitness package. It's a four-week program that begins with a thorough evaluation of your health and fitness needs and goals, a gait and postural analysis, periodic assessments, in-home personal training, and nutritional consultations to help you stave off stress and reward yourself for sticking to the program. You also get a GO Band as well as access to countless written workouts and motivation from a team of experienced professionals. Don't miss the opportunity to make 2012 your best year ever!

<i>Package Includes</i>		<i>Total: \$980.00</i>
Personal Training	8 Sessions	45 Minutes Each
Health History & Assessment	1 Session	30 Minutes
Calorie Analysis	1 Session	30 Minutes
Nutritional Consulting	3 Sessions	30 Minutes Each
Postural and Gait Analysis	1 Session	30 Minutes

inSHAPE BRIDE

inSHAPE Bride Programs were created to help every woman look radiant and feel strong on her wedding day. We want you to start your future in good health, and our menu of bridal programs was designed to achieve your fitness goals, ease anxiety, and alleviate the stress that often comes with planning a wedding. With a sound nutrition plan, an exhilarating exercise plan combining cardio, strength, and mind/body exercises, we guarantee you'll be standing tall, looking sleek and feeling beautiful on your special day.



<i>Packages</i>		
Elegant Bride	3 Nutritional Consultations & 10 Personal Training Sessions	\$1525.00
Elegant Bride Plus	3 Nutritional Consultations & 20 Personal Training Sessions	\$2450.00
Pampered Bride	3 Nutritional Consultations, 20 Personal Training Sessions & 2 Massage Therapy Sessions	\$2775.00
Sprint to the Alter	15 Personal Training Sessions	\$1325.00
Two Hearts (Bride & Groom Training)	20 Personal Training Sessions	\$2500.00

MASSAGE THERAPY

The challenge for most people is finding the time to get to a spa, and even more challenging; trying to relax at a spa. This is where we make it simple. Our team of therapists come to you and can be scheduled around your busy life in the comfort of your own home, office or hotel.

<i>Per Session</i>		
Deep Tissue Massage	60 Minutes	\$155.00
Swedish Massage	60 Minutes	\$145.00
Thai Massage	60 Minutes	\$155.00



NO EXCUSE NUTRITION

The food that you eat affects your mental and physical performance, body composition, and energy level – your entire physiological system. So it's important to make healthy food choices to achieve optimal health. Whether you're trying to lose weight, lower your cholesterol, increase your energy, or simply trying to eat healthier, the inSHAPE nutrition team will help you reach your goals with a realistic, easy to follow plan.

<i>Packages</i>		
Consultation & Goal Setting	1 - 60 Minute Session	\$125.00
GO-Healthy 6 Week Plan	4 - 30 Minute Sessions	\$245.00
Feedback & Maintenance	1 - 30 Minute Session	\$45.00

SHOP inSHAPE

inSHAPE GO Band



Created by inSHAPE partner, Kim Watkins, the GO Band resistance band was made to supersize many of the standard functional fitness moves that you likely already know: leg extensions, squats, push-ups and crunches.

It's totally portable and weighs a mere 2 oz. inSHAPE's all new GO Band is the most portable piece of resistance equipment around. You can literally take it everywhere: to your living room for a quick workout before the morning shower, to the office

for some inconspicuous moves around lunch time, on vacation for your hotel room, or even outside for short circuits at the park.

The GO Band will help you develop strength, better posture, and a higher metabolism. With a few simple moves and twenty minutes of your time the GO Band targets problem areas such as shoulders, upper arms, the back, hips, glutes and thighs.

- Price: \$19.95
- Price includes USPS shipping to anywhere in the US and two twenty minute workouts:
 - ◇ *GO Band Basics*: simple moves for the beginner.
 - ◇ *GO Body Blast*: challenges even seasoned athletes.



MORE WAYS TO SAY “NO” TO THE GYM

Workout of the Week & Spreaker Podcast

inSHAPE Fitness creates weekly workouts which are posted on the homepage website, www.inshapellc.com. The “Workout of the Week” is produced every Tuesday along with a Podcast program by Spreaker which allows clients to listen to the Workout of the Week online or by downloading the app in the App Store. Making your workout more ON THE GO than ever!

App available on your iPhone, iPad and/or iPod.

Sample Workout of the Week

Basic Moves (10 minutes for one set)

With zero surprises this workout is sure to build your confidence right along with your strength. It also gets your heart rate up, works all major muscle groups, and boosts your metabolism. No equipment is needed, shoes optional!

60 sec: jumping jacks

30 sec: forward kicks

30 sec: squats

30 sec: alternating
reverse lunge

30 sec: modified burpee

30 sec: burpee

30 sec: bird dog

30 sec: plank

30 sec: superman

30 sec: push up

30 sec: lateral ski jumps

60 sec: lateral lunge

60 sec: forward reach

30 sec: mountain

climbers

30 sec: bent knee

crunch

30 sec: bicycle crunch

30 sec: reverse crunch

60 sec: jumping jacks

Stand up straight. Jump both legs out & swing arms over your head, touching at top. Return to start. Move quickly, with control.

30 sec: forward kicks (15 sec ea leg)

Bring forearms up in front of your face, fists closed. Stabilize weight on your left leg without locking out the knee. Bring your right knee up to hip level, then kick lower leg out. Flex foot.

30 sec: squat

With feet shoulder width apart, toes pointed straight, lower body until thighs are parallel with floor. As you lift up, press heels into floor and contract glutes. Inhale as you lower, exhale as you lift.

30 sec: alternating reverse lunge

Stand with feet shoulder width apart, chest lifted and shoulders back. Step backward 2-3 feet and lower body, bending both knees to 90-degrees. Don't let front knee extend past big toe. Keep weight on the front heel and don't lean forward. Return to start position by pushing with the back leg. Alternate legs.

60 sec: modified burpee then burpee

Stand up straight. Squat all the way down and put your hands on the floor. Walk your feet back in one step to push up position, then walk them back to the squat position. Breathe continuously and alternate leading foot. After 30 sec, jump back to push up position jump forward, then stand and repeat.

30 sec: bird dog

Kneel on your hands and knees (hands should be directly under shoulders, underneath hips). Extend right arm in front of body (straightened, with your bicep close to your ear) and left leg out and parallel with the ground. Return to start then alternate sides.

30 sec: plank

Lying on your stomach, bring body up to form a bridge, using forearms and toes. Maintain a flat back. Your head position should be neutral, looking at the floor. Hold this position and focus on tightening your abdominals.

30 sec: superman

Now, stretch arms out (back on tummy). As you exhale, lift your head, chest, arms and legs off the floor and hold for 2 seconds. Slowly lower yourself back to the floor with control.

30 sec: push up

Get into push up position with head aligned with spine & arms a bit wider than shoulders. Inhale, slowly lower body until upper arms are parallel to the floor. Then exhale, push body back up.

30 sec: lateral ski jumps

With your feet together, jump sideways, back and forth, landing on the balls of your feet. Make sure you bend the knees slightly to absorb the shock of landing. Breathe continuously.

30 sec: lateral lunge

Stand up straight. Take a step to the right and lower body down, driving hips back and keeping the back flat. Keep your weight on the heel, keep knee in line with ankle & both feet on the ground. Then step back to starting position and repeat to the left.

60 sec: forward reach

Plant your right leg on the ground. Don't lock out your knee, but tighten your thigh and butt muscle. Slowly raise your left leg off of the ground, and reach down with the left hand, bending at hip, to touch the floor. Slowly, return to start position. Repeat for 30 sec on right side then repeat on left side.

30 sec: mountain climbers

Get into in a sprinter's start position (push up position with one foot ahead of the other). Keep your hands on the ground and push off with your feet so you alternate foot placement (run in place). Be sure to keep your back straight, not arched and breathe continuously.

90 sec: bent knee, bicycle, reverse crunches

Don't pull on your head with your hands, keep your neck in neutral position, and with reverse crunches, control your feet. Congratulations!!! Take a few deep breathes and smile!

Skype Fitness

You don't live in an inSHAPE Fitness location? No problem! You can train with inSHAPE Fitness from anywhere in the world via your computer! From the comfort of your own home, hotel room or anywhere for that matter, receive a GREAT workout on-the-go. If you have room to move, you have room for a great workout. [SKYPE](#) is free to download and free to use.

<i>Packages</i>		
Personal Training, Yoga or Pilates	1 - 30 Minute Session	\$55.00
Personal Training, Yoga or Pilates	10 – 30 Minute Sessions	\$500.00
Personal Training, Yoga or Pilates	20 - 30 Minute Sessions	\$900.00

Newsletter

inSHAPE Fitness encourages all their clients and fitness enthusiast to sign up for their complimentary weekly newsletter. The newsletter is distributed to over 800 members every Tuesday. The newsletter features the Workout of the Week, fitness & wellness tips, Q & A from clients and much more.



CLIENT TESTIMONIALS

The fitness experts at InSHAPE are fabulous! Having worked with one of their trainers and attended their boot camps in Central Park, I can say they are among the best in the city! They also treat their clients with free nutritional counseling, and weekly written workouts in their newsletter email. I definitely recommend them.

Kelly G.
Manhattan, NY

InSHAPE has changed my life, I seem to get more flexible and have more energy week by week. The results are great; I wouldn't ever want to leave them!

Rebecca R.
Bayside Hills, NY

The best cyber/virtual gym in the business. Love the weekly "On the Go" e-mail from the InSHAPE team. It's always loaded with helpful training tips, nutrition, advice, etc. The trainers are also all top notch. Definitely sign up now!

John H.
New York, NY

LEARN ABOUT THE TWO LADIES THAT CREATED inSHAPE FITNESS

About Jill, Founding Partner

Jill has been actively involved in the fitness industry since 1993. With over 15 years of experience as a personal trainer, Jill has worked in corporate (Cardio Fitness/JP Morgan) and commercial facilities (Reebok Sports Club/NY), training clients and getting results! Her love for running and all things athletic inspired her to become a trainer while her entrepreneurial spirit enticed her to form inSHAPE in 1997.



Jill holds a degree in Exercise Physiology and Cardiac Rehabilitation from Ithaca College, and is certified by The American College of Sports Medicine. She also holds certifications in pre and post natal fitness, post-rehabilitation, balance training, core-conditioning and senior fitness. Always anxious to continue her education, Jill frequently attends seminars and classes and puts into practice the newest leading edge techniques to ensure workouts stay fresh and her workouts remain result-driven. Jill created Park 3 Training, an outdoor boot camp-style workout in 2003 and has had a following in both NYC and CT since its inception. Her circuit style workout has been featured in New York Magazine.

Jill is an avid runner, having run 7 marathons, but also believes in balanced workouts. Her fitness motto is simple. Perseverance and consistency are essential to reach your goals. And a great trainer who can motivate and challenge you is the icing on the cake. There are no excuses when it comes to your health. We're given one life – live it healthy and happy.

About Kim, Managing Partner

Kim is a functional fitness specialist and creates customized exercise programming for clients in their homes, via Skype, and online radio/podcasts. She is certified as a Personal Trainer and as a Pre/Post Natal Coach through the American Council on Exercise. Kim is also Managing Partner and Head Trainer at inSHAPE Fitness. In her "day" – or "crack-of-dawn" - job, Kim visits clients, runs the day to day operations of the company, and writes the company's weekly newsletter, blog, and tweets. She manages the inSHAPE marketing team, website, and other administrative activities as well.

She also consults with all new clients, assesses their posture and gait, tests their balance and strength, and guides them through at least one workout before they are typically matched up with one of the company's other expert trainers.



Kim doesn't like the gym, and she hasn't belonged to one in years. Unlike most personal trainers, Kim entered the industry because of this fact, to prove that people don't need to go somewhere in order to stay strong and healthy. Though she is happy to workout on the floor of the gym in an apartment building or corporate facility, her passion comes from showing people how the space in their homes or offices, coupled with body weight resistance and a little creativity, is virtually all one needs to transform their bodies and liberate themselves from the commercial gym.

Kim is also a running coach for the New York Road Runners Club charity, Team for Kids. This national team of more than 1500 novice runners trains with Kim and several other coaches in preparation for the ING New York City Marathon in November each year. Kim has completed five marathons (three in New York City, Paris, and Bermuda) and countless half-marathons and other distances. She recently won her age group in a 5K Turkey Trot and will be competing in several road races over the winter.

Kim hails from southern Virginia, lives near Central Park in New York City, and she and her husband Brian have a two-year old daughter, named Harper, who is reason enough to stay fit and stay as close to home as possible.

CONTACT INFORMATION

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