

COMING SOON (HOLIDAY '06 RELEASE)

The Fit Traveler

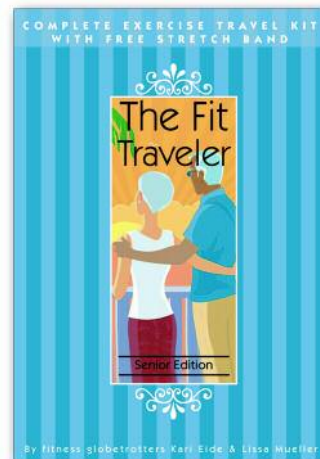
SENIOR EDITION

The smallest, most effective, travel workout kit for today's active, on-the-go senior

THE PERFECT FITNESS COMPANION

Finally, a practical, fully-illustrated guide to using lightweight, elastic resistance bands for a dynamic, efficient, full-body workout—any time, any place. Created for the senior (especially the senior traveler) who wants a convenient, effective workout without leaving the safety and privacy of the hotel room.

(ISBN: 1-929170-25-4) US \$17.95



THE PERFECT TRAVELING COMPANION

The Fit Traveler: Senior Edition (Holiday '06 release date), is based on the same concept as the other editions in this series. Each book/kit comes complete with a workout program designed for its targeted lifestyle demographic. With the stretch band neatly packaged inside the book's pocket, the kit weighs only 8 oz. and easily fits in a purse or carry-on luggage.



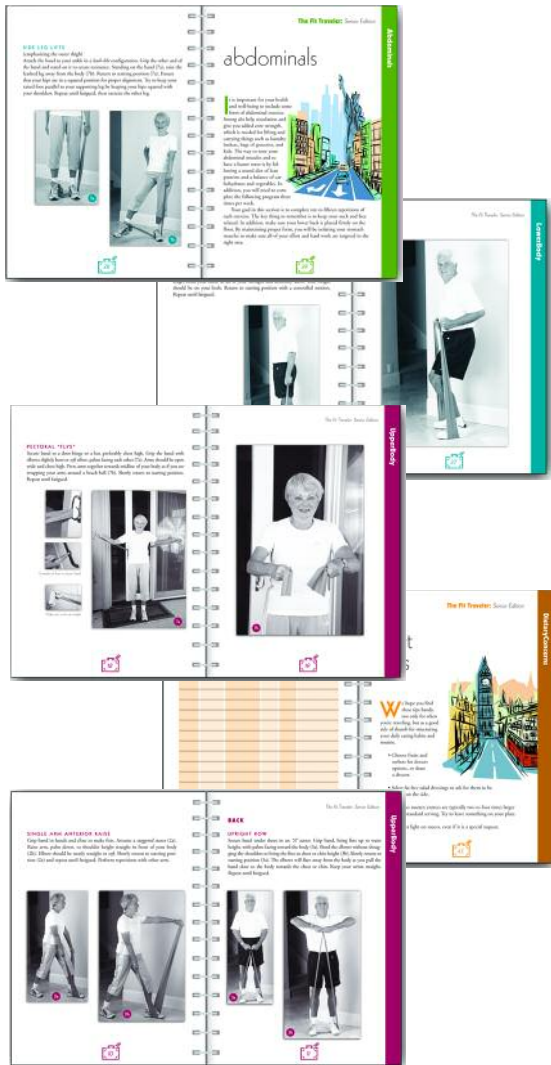
Example of book/kit size. Notice stretch band packaged inside the front cover. (Shown here is the highly-acclaimed women's, regular edition that was released in June of 2006)

See reverse side for pages depicting some exercise demonstrations.

LIFESTYLE FITNESS PROGRAMS

The Fitness Boutique offers four editions targeted to specific lifestyle needs
Travelers • Seniors • Maternity • Disability & Rehab Patients

www.thefitnessboutique.com



A COMPLETE TRAVEL FITNESS KIT

- Includes stretch band and illustrated guide
- Allows a full-body workout in 20-30 minutes
- Details 21 effective exercises for seniors
- Includes target zones—abdomen and thighs
- Program is adaptable for home or office use

THE PERFECT GIFT FOR THE TRAVELING SENIOR

Specifically targeted to the leisure and business senior traveler who wants to maintain an exercise program while traveling

Affordable—a complete program with equipment for only \$17.95

Special section with diet tips for travelers

Attractively designed packaging—hardcover with concealed wire-o binding for lay-flat use and inside pocket for storing the stretch band

Includes a personal story of endurance and courage about the author's discovery of this program while rehabilitating from a disabling accident

STRETCH BAND PROGRAMS ARE SUPERIOR TO OTHERS

Simple to use and versatile enough for any level of strength and ability

Allows resistance in multiple directions—unlike machines and weights—thus improving strength, flexibility, range of motion, and cooperation of muscle groups

No need for attaching devices that can swing and hit while exercising

Merely changing hand positions increases or decreases resistance

THE FIT TRAVELER FITS WELL IN ANY MERCHANDISING VENUE

Broad appeal—crosses over senior, travel, fitness, and gift markets

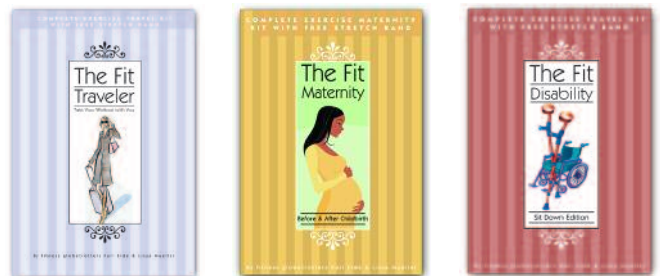
National publicity campaign focused on print, radio, and internet media

Author Kari Eide is available for demonstrations and seminars

Retail sales aids available—counter displays and co-op available

Stretch bands and covers can be custom imprinted with a company logo

OTHER EDITIONS FROM THE FITNESS BOUTIQUE



(ISBN: 1929170173) 06/06 (The Fit Maternity) 05/07 (The Fit Disability) 11/07

A series of highly-targeted fitness titles—travel, senior, maternity, and disability—all programs customized for specific lifestyles and based on the use of resistance bands.

THE FIT TRAVELER: SENIOR EDITION

ISBN: 1-929170-25-4 **UPC:** on back cover **Category:** Senior, Travel, Fitness, Gift

Price: US \$17.95, includes free stretch band

Format: Laminated hardcover with concealed wire-o binding

Page Count: 52 plus cover and pocket **Trim:** 5.65 x 7.25H

Carton Quantity: 50 **Extra:** Individually shrink wrapped

Published and marketed through Publishers Design Group, Inc. 1.800.587.6666

Book trade: order through Biblio or Ingram **Retailers:** contact The Fitness Boutique



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