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## **SPORTSART FITNESS LAUNCHES NEW TR33 RESIDENTIAL TREADMILL**

### **Revolutionary ACS™ Adjustable Cushion System Gives Workouts Comfort and Versatility**

**Woodinville, WA (May 5, Revised DRAFT)** SportsArt Fitness, a leader in the design, development and manufacture of premium quality cardiovascular exercise equipment, is pleased to announce the launch of their latest advancement in home gym equipment, the TR33 treadmill.

Loaded with innovative features and forward-thinking technology, the new TR33 treadmill offers the revolutionary electronic ACS™ Adjustable Cushion System, to help users customize their workout and add remarkable comfort to a traditionally taxing exercise. At the touch of a button users can soften or harden the TR33's oversized 22" x 61" deck to help tailor workouts to their specific needs. In fact, the new ACS™ technology has been scientifically proven to reduce heel strike impact by up to 50%.

Adding further versatility, the TR33 features Touch and Go™ programming, which operates like a traditional quick-start function but automatically places users into one of five programs instead of simply placing users in manual mode as is now widely customary. Touch and Go™ programs include Track, Interval, Random, Hill and Manual, while a separate Incline program specifically targets glute muscles.

Three heart rate training functions provide cardio and weight loss programs and include a new Zone Trainer™ option, which allows users to target and maintain a workout within a desired heart rate range. Other features include a pace function which helps provide tempo and a new personal trainer option that lets users define goals in terms weekly, monthly and quarterly parameters to help them meet their fitness objectives.



The TR33 features a built-in three-speed fan to help users regulate body temperature, while the patent-pending ActivZone™ function, a series of multi-colored LED lights that illuminate to indicate areas of the body receiving training benefit, helps users track their progress. Additionally, the TR33 includes the proprietary CardioAdvisor™, which provides real-time, full time heart rate data even when not in a heart rate control program.



The TR33 includes SportsArt Fitness' innovative CardioControl™ feature, a two-tiered display, which focuses all pertinent information and controls, including contact heart rate points, into a convenient, ergonomic array for ease of use. The TR33 treadmill comes standard with short handrails with the option to add long rails for added convenience.

Finally, a unique motor design, featuring the proprietary FlowTec™ system, generates a best in its class 3.2 horsepower. FlowTec™ incorporates a continuously running turbine fan and a heat sink system, which combine to provide a significantly cooler and cleaner operating environment, resulting in increased performance and longevity for both motor and electronics.

The new SportsArt Fitness TR33 treadmill will be available through finer specialty retail fitness outlets throughout the United States and Canada beginning August 2006. SRP: \$3,999.00 US.

### **About SportsArt Fitness**

SportsArt Fitness is an industry leader in the design and manufacture of high quality cardiovascular fitness equipment for home and commercial use. SportsArt retains control over every aspect of component design and the overall manufacturing process ensuring proper integration, maximum performance and longer product life. In addition to TUV ISO 9001/9002 quality certifications, SportsArt Fitness products have garnered numerous awards from top-flight media outlets including *Men's Journal*, *Health Magazine* and *Men's Health* among others. For more information on the SportsArt Fitness brand and their latest products visit us on the web at [www.sportsartfitness.com](http://www.sportsartfitness.com).

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