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SportsArt Fitness introduces the new ECOFIT Networking System for their electricity-producing Green System at the Victoria Athletic Club in Victoria, British Columbia, Canada

New SportsArt equipment at Victoria Athletic Club awards gym-goers EcoPoints in return for their efforts

March 21, 2012; Victoria, B.C. – Starting today and for the first time, gym users will be able to convert their exercise on a stationary bike or elliptical machine into electricity while earning points to redeem for discounts and other offers from local businesses. Members of the Victoria Athletic Club – located in the Hotel Grand Pacific – are the first to start using the new SportsArt “Green System,” a suite of stationary bikes and elliptical machines that harness energy output by creating electricity that can be fed into the power grid.

Historically, some companies have tried retrofitting existing gym equipment to harness some of the energy produced by gym users, but the SportsArt equipment is the first to be designed especially for this purpose. The Green System has another very important attribute: It is the only electricity-producing exercise equipment to receive cETLus approval for electrical safety in US and Canadian gyms and fitness facilities. The Victoria Athletic Club has installed two pods of 10 machines, and expects that they will save approximately \$3,000 in electricity costs per year.

“We’re thrilled to be the pilot program for this new equipment,” said Reid James, general manager of the Hotel Grand Pacific. “When we heard about it, we just thought that it made sense. As a business, we’re always looking at ways to reduce our environmental impact, and we know our members and guests do too. But more than that, we loved that we could also reward our gym users for helping us reduce our footprint.”

Anita Miller, Senior Producer Manager for SportsArt Fitness, describes the Green System further: “Power generated by human pedaling is sent to an inverter and then to the power grid of the building. The energy generated through the Green System Products will reduce the building’s energy consumption and therefore reduce the cost. One inverter is capable of linking a maximum of 10 Green System Products and produces up to 2000 Watt-hours of power. Depending on how many pods of Green System Products a facility has installed, the energy cost savings can be significant. The more you install, the more savings you will see. Great for health, the environment and the pocket book.”

Exercise Equipment for the Social Lifestyle and Social Media

The EcoFit company, based in Victoria, B.C. has partnered with SportsArt to provide a system that motivates and engages exercisers using the new machines. Equipment users receive an EcoFit card which they then drop into the cup holder on the equipment to start their session. On the machine's display, they can track their energy output and fitness statistics both from their current session and over time; challenge other gym users, and ultimately, earn EcoPoints that they can then redeem for discounts and offers within the Hotel Grand Pacific and at other local businesses.

ECOFIT system users can also compare their points with other users in contests and competitions. The system is fully integrated with Social Media, includes accessible personal workout data (via the user's email address as the ID) and includes convenient iPhone applications. Users simply insert their ECOFIT card into the machine. Absolutely state-of-the-art with plug and play ease of use.

About SportsArt Fitness

SportsArt Fitness is an industry leader in the design and manufacture of high quality cardiovascular and strength 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. SportsArt Fitness holds TUV and ISO 9001/9002 quality certifications and hundreds of worldwide patents for their innovations. SportsArt's Taiwan factory also holds an ISO-14001 certification, which certifies that the company is committed to identifying and controlling the environmental impact of business activities, products and services, and continually improving environmental performance by implementing a systematic approach to setting environmental objectives and targets. For more information on the SportsArt Fitness brand and their latest products visit us on the web at www.sportsartamerica.com.

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