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SilverSea and Oceania Cruise Lines Get Fit With Zone Workout Series On-Demand Exercise Videos

SeaLynx Infotainment System's New Custom Fitness Programming To Debut in December 2004

ALPHARETTA, GA, Nov. 16, 2004 -- In-Systcom, Inc., a firm that provides interactive entertainment solutions to the cruise ship and luxury resort industries, today announced that the Company has signed an agreement with Naturally Caffeinated, Inc., to distribute its Zone Workout Series™ of guestroom, On-Demand exercise videos beginning in December 2004. In-Systcom, Inc. will offer the Zone Workout Series™ on its SeaLynx™ Infotainment System, which is currently available in guestrooms onboard SilverSea Cruises and Oceania Cruise Lines.

"The addition of Naturally Caffeinated Entertainment's Zone Workout Series™ to SeaLynx's™ content is an important next step in offering, not just entertainment or communication services for cruise goers, but useful and enjoyable lifestyle programming that enhances the cruise experience," said Wil Riner, Chairman and CEO of In-Systcom, Inc.

"Cruise ship guests can opt for a variety of onboard sports and fitness activities to stay healthy and fit at sea," stated Leah Garcia, President of Naturally Caffeinated Inc. and the Series™ Executive Producer. "But even with well-equipped fitness centers, many cruise goers prefer to work out, at their leisure, in the comfort and privacy of their guestroom. Now, 24/7, at the touch of the TV remote, they can summon their own 'personal trainer' to guide and motivate them through their choice of five, 20-minute routines--from basic to advanced. It's like having a personal trainer 'on call.'"

Three programs--Cardio Stretching, Total Body Workout, and Yoga--are suitable for any fitness level. Those who want a more challenging workout can opt for Core Conditioning or Pilates. The custom, short-segment routines are designed as stand-alone fitness tools but cruise goers can combine one or more segments for a more intense workout or to complement existing cardiovascular or strength-training routines.

"With the Zone Workout Series™, cruise goers can choose a routine that matches their fitness objective, mood, ability and energy levels," added Garcia, a certified fitness trainer and former professional athlete who travels extensively as a sports-TV commentator. "It's the ultimate in convenience: You don't need special exercise equipment or clothing--just a towel or chair that are available in a typical guestroom. Exercising to one or more Zone Workout Series™ videos each day can boost energy and stamina to help cruise ship guests fully enjoy a sunrise-to-sunset day of onboard and shore activities. And an end-of-the-day work-out session re-energizes them so they can participate in the many evening social events--and sleep more restfully!"

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