

**New Zone Workout Series™ On-Demand Fitness Videos Help Travelers  
Minimize Jet Lag, Reduce Stress, and Increase Energy and Stamina  
In the Comfort and Privacy of Their Hotel Room**

- *Without* exercising for more than 20 minutes
- *Without* packing (or renting) special equipment, clothes, videotapes, CDs, or DVDs
- *Without* trying to follow a workout on a laptop screen
- *Without* schlepping to a local gym or fitness center
- *Without* trying to squeeze in a session at an on-site fitness center that is crowded—or closed
- *Without* hiring a personal trainer

**Exercise Your Fitness Options at the Touch of the Remote—24/7, On-Demand**

<b>Format</b>	<ul style="list-style-type: none"> <li>• <b>Hotel-Room, Video-On-Demand, Fitness TV Programs</b></li> <li>• <b>Five, 20-minute, custom-choreographed fitness routines: <i>Cardio Stretching, Total Body Workout, Core Conditioning, Pilates, and Yoga</i></b></li> </ul>
<b>Producer</b>	<b>Leah Garcia, Executive Producer, Naturally Caffeinated™ Inc.</b> , (www.naturallycaffeinated.com), which produces custom fitness videos and hotel-room Video-On-Demand programming
<b>Program Features</b>	<ul style="list-style-type: none"> <li>• <b>First—and only—in-room fitness video programming to currently offer a full range of exercise options from basic to advanced</b></li> <li>• Delivers the <b>ultimate in-room fitness experience</b>: Provides the equivalent of an in-room personal trainer to motivate and guide the viewer through each routine</li> <li>• <b>Efficient-but-fun, short-segment workouts</b> designed to match an individual traveler's fitness objective, mood, energy and ability level</li> <li>• <b>Stand-alone fitness tool for time- and fitness-challenged business and leisure travelers, as well as savvy workout enthusiasts</b></li> <li>• Complements existing cardiovascular or strength-training routines</li> <li>• Programs <b>can be done individually or in combination for maximum results</b></li> </ul>
<b>Traveler-Centric Programming Focus</b>	Every aspect of video production was designed to meet the special needs of travelers working out within the confines of a hotel room: <ul style="list-style-type: none"> <li>• <b>Taping in a hotel guestroom ensures that moves can be executed in limited space, using readily available props (towel and chair)</b></li> <li>• Production elements focus attention on routines to ensure results, efficient use of time</li> </ul>
<b>Viewer-Friendly Special Effects</b>	<ul style="list-style-type: none"> <li>• <b>Onscreen text prompts</b> (signaled by a soft, bell-tone audio cue) complement the trainer's commentary and <b>provide additional visual and audio stimuli</b></li> <li>• <b>Upbeat, but not overpowering, music</b> keeps the focus on movements while <b>subtly reinforcing the pace</b> and the production in a fresh, progressive manner</li> </ul>
<b>Traveler Benefits</b>	<ul style="list-style-type: none"> <li>• Helps achy, sore, stiff travelers regain mobility and flexibility after long hours of air and road travel</li> <li>• Increases mental alertness; boosts energy; and improves on-the-road performance</li> </ul>
<b>Onscreen Trainers Offer Expert Guidance, Support</b>	Choreographed and presented by experienced instructors in a <b>friendly and non-intimidating manner</b> . Using different instructors for each video ensures that viewers of multiple videos will have a unique experience. <ul style="list-style-type: none"> <li>• <b>Cardio Stretching</b>: Mary Jo Nevers, Certified Personal Trainer, Exercise Physiologist</li> <li>• <b>Total Body Workout</b>: Shannon Griffiths, ACE Personal Trainer, Continuing Education Provider, and Program Development Professional</li> <li>• <b>Core Conditioning</b>: Leah Garcia, former professional athlete, Certified Fitness Trainer, and Creator of the Zone Workout Series™</li> <li>• <b>Yoga</b>: Robin Zdravkovic, RYT Yoga Instructor, Former Model, and Strength Coach</li> <li>• <b>Pilates &amp; Intermediate Pilates</b>: Renee Beshures, CMT, Certified Pilates Instructor, Movement Educator</li> </ul>

*(more)*

### **Cardio Stretching—All Skill Levels**

- ▶ Wake up mind and body
- ▶ Raise energy
- ▶ Increase stamina

Dynamic stretching segment replaces the old-fashioned, slow, reach-and-hold style workout. **Helps travelers feel more alert and mentally sharp while increasing circulation and range of motion.**

### **Total Body Workout—All Skill Levels**

- ▶ Stay strong and focused
- ▶ Enhance professional performance
- ▶ Improve mood and attitude

An efficient, fat-burning segment. Increases and strengthens the major muscle groups by using the traveler's own body weight as resistance. Helps build muscles, which **improves metabolism and helps burn more calories, allowing travelers an occasional guilt-free gourmet splurge!**

### **Yoga—All Skill Levels**

- ▶ Clear the mind
- ▶ De-stress and unwind
- ▶ Renew energy and focus

Offers a **balance of poses for both relaxation and invigoration**. Practical applications improve posture, alignment, and overall strength. **A perfect way for travelers to begin—or end—long, active, travel days.**

### **Core Conditioning—Intermediate Skill Level**

- ▶ Strengthen the midsection
- ▶ Improve posture and confidence
- ▶ Minimize back pain

Sure-fire way to strengthen and increase flexibility in the muscles surrounding the spine while toning the lower, middle, and upper abs. **A great workout for air travelers and long-distance drivers who sit for long periods.**

### **Pilates & Intermediate Pilates, with Bonus Section—Intermediate Skill Level**

- ▶ Maintain strength and stamina
- ▶ Un-kink a tired, aching body
- ▶ Increase flexibility

A perfect way to improve flexibility and total body strength without adding bulk. Increases mobility in joints and muscles, which **helps travelers move easily, gracefully, and confidently no matter where they are.**

<b>Price</b>	<b>\$3.99 to \$8.99 each—less than the price of a cocktail or some mini-bar snacks</b>
<b>Updated Content</b>	Programming will be <b>updated in Video-On-Demand systems</b> to provide hotel viewers <b>with fresh content</b> featuring state-of-the-art fitness routines and current exercise trends.
<b>Availability</b>	<p><b>Spring, 2004: Distributed by On Command Corporation</b> (<a href="http://www.oncommand.com">www.oncommand.com</a>), a leading provider of in-room, interactive entertainment programming</p> <ul style="list-style-type: none"><li>• <b>Hotel guestrooms in the U.S., Canada, and Resort Destinations</b></li><li>• <b>Upscale, independent, and boutique properties, including:</b> W Hotels in NYC; Inn on the Biltmore Estate; Le Meridien at Beverly Hills; Clift Hotel (SF); The Paramount, Morgan's (NYC); the Regent Beverly Wilshire; Four Seasons; Ritz-Carlton; Sofitel</li><li>• <b>Popular National Hotel Chains:</b> Adam's Mark; Best Western; Comfort Inn &amp; Suites; <b>Crowne Plaza; Courtyard by Marriott;</b> Days Inn; Doubletree; Embassy Suites; Fairfield Inn; Four Points; Hilton Garden Inn; Hampton Inn; Hawthorne Suites; Holiday Inn; <b>Hilton; Hyatt; Loews; Intercontinental; Marriott;</b> Radisson; Renaissance; Red Lion; Residence Inn; <b>Sheraton; Wyndham</b></li><li>• <b>Resort, casino, conference, meeting center, and airport hotels</b></li></ul> <p><b>Distributed by Hospitality Network, NXTV, In-Systcom, Kool Connect &amp; Fitness Suite:</b> (<a href="http://www.cox.com">www.cox.com</a>, <a href="http://nxtv.com">nxtv.com</a>, <a href="http://insystcom.com">insystcom.com</a>, <a href="http://koolconnect.com">koolconnect.com</a>, <a href="http://fitnesssuite.com">fitnesssuite.com</a>)</p> <ul style="list-style-type: none"><li>• <b>July, 2004:</b> Guestrooms in select <b>upscale Las Vegas casino/resort properties</b> such as Hard Rock; Monte Carlo; Paris; Bally's; Flamingo Hilton; Las Vegas Hilton; Circus Circus; Excalibur; Luxor; Mandalay Bay; and Caesars Palace</li><li>• <b>August, 2004:</b> The MGM Grand Las Vegas and Mirage hotels</li><li>• <b>October, 2004:</b> <b>Five Star Properties</b>, Boutique Hotels, <b>Cruise Ships</b> and Resorts</li><li>• <b>March, 2005:</b> Fitness Suite, fitness video provider to LodgeNet (<a href="http://www.lodgenet.com">www.lodgenet.com</a>)</li></ul>
<b>Web Site</b>	<ul style="list-style-type: none"><li>• <a href="http://www.zoneworkout.com">www.zoneworkout.com</a>; see <b>Press Room</b> for additional releases</li></ul>
<b>Video Clips</b>	<ul style="list-style-type: none"><li>• <b>Features video-clip preview and segments from individual routines</b></li></ul>
<b>Endorsements</b>	<b>Dr. Barry Sears</b> , creator of the world-famous Zone Diet ( <a href="http://www.zonelabsinc.com">www.zonelabsinc.com</a> )
<b>Contacts</b>	<ul style="list-style-type: none"><li>• <b>Leah Garcia:</b> <a href="mailto:leah@zoneworkout.com">leah@zoneworkout.com</a>, 303/247.1711</li></ul>