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The Fitness Suite Adds Zone Workout Series to PPV Lineup

Innovative custom workout programs now available to hotel guests nationwide—geared to counteract the effects of travel improving health and fitness on the road

DENVER, CO (PRWEB) April 7, 2005 -- The Fitness Suite, LLC and Naturally Caffeinated Entertainment today announced the addition of the Zone Workout Series to The Fitness Suite menu of hotel in-room exercise and fitness offerings.

Zone Workout Series programs, designed for the traveler, currently include Pilates, Yoga, Core Conditioning, Cardio Stretching and Total Body Workout and are available now in more than 500,000 hotel rooms nationwide beginning May 1, 2005. Additionally, The Fitness Suite and Naturally Caffeinated will jointly promote and market in-room fitness on a nationwide basis, including specific programs for select hotel brands.

According to the 2004 Business and Convention Travelers Report, more than 38 million business travelers in the U.S. generated 210.5 million person-trips in 2003 and strong growth is expected over the next few years. Hotels are recognizing the demand of this audience for health and fitness alternatives on the road, as more than 75 percent of the hotel chains in North America have focused on promotion of a healthy travel lifestyle by offering customized programs to their customers in 2005. The Fitness Suite and Naturally Caffeinated are uniquely positioned to help hotel providers meet their customers' needs in reducing stress while traveling and promoting a healthy overall lifestyle.

"We welcome the addition of the Zone Workout Series as a quality addition to our program offerings," said Chrissie Thompson, founder and CEO of The Fitness Suite. "Naturally Caffeinated Entertainment focuses on the customer in their hotel room, and provides excellent programs for in-room space and time. Jointly promoting this focus on healthy travel is an exciting combination of the best companies in the travel fitness business."

The Zone Workout Series offers travelers the choice of six distinct workouts, providing both a variety as well as a progressive series to enhance the exercise experience. Unlike any other exercise videos, Zone Workout Series videos are specifically designed for and shot in hotel rooms, using typical hotel furniture and supplies – like towels and beds – to complete the workout. No special clothing or equipment is required.

"Our goal with the Zone Workout Series is to provide people with a tool to make health and fitness a convenient part of their daily routine even during hectic travel days," said Leah Garcia, founder and president of Naturally Caffeinated Inc. "While hotel fitness centers are great, travelers tell us there's not always time to go, or they were unable to bring a set of workout clothing on a short trip. The Zone Workout Series addresses those needs and provides an additional option for busy travelers," she added.

The Fitness Suite and Zone Workout Series are currently working with sponsors to jointly promote this service to travelers.

About The Fitness Suite

The Fitness Suite (www.FitnessSuite.com) is an in-hotel, pay-per-view fitness package provider that currently consists of several unique exercise and fitness categories, each with multiple offerings. The Fitness Suite possesses the licensing and broadcasting rights to custom programming from established and renowned leaders in the fitness and wellness arena. The Fitness Suite believes that offering a wide range of choices is a key factor in the success of on-demand fitness for travelers. The company is privately held and based in Denver, Colorado. For more information, please contact Melissa Crowley at 303 229 9566 or email e-mail protected from spam bots.

About Naturally Caffeinated

Naturally Caffeinated Entertainment (www.naturallycaffeinated.com) is a producer of custom and VOD fitness videos, from concept through final production and distribution. Naturally Caffeinated Entertainment is known for its creative pairing of audio and visual effects and experienced talent to produce state-of-the-art, innovative and motivating workout videos that meet the needs of workout enthusiasts and time- and fitness-challenged travelers. The company is a division of Naturally Caffeinated, Inc., a Boulder, Colo.-based, privately held company.