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For Immediate Release

New Zone Workout Series™ Turns Hotel Rooms Into Personal Fitness Centers At the Click of the TV Remote

On-Demand Fitness Videos Offer Expert Guidance, Support To Help Business, Leisure Travelers KO Excuses and Exercise on the Go

Boulder, CO—June 21, 2004—A recent hospitality industry study* confirmed that **business travelers know the value of regular exercise in helping them counter the physical effects of travel**—stress, fatigue, and jet lag. But that **appreciation often fails to translate into action** when they're **confronted by common obstacles**: Few have the space (or energy) to lug around special clothes or equipment. Even those who stay in hotels with a well-equipped and maintained fitness center are hard-pressed to fit in a workout when many centers are too crowded or closed. And even fewer road warriors have time to do full workouts or find an off-site gym or health club.

A Solution Born of Necessity

As a **certified fitness trainer** and former **professional athlete** who travels extensively as a **sports TV commentator**, **Leah Garcia** understands the challenges—and frustration—of trying to work out with limited time and resources. "Many of my private clients are frequent travelers who also have a difficult time squeezing in a fitness routine on the road," Garcia explains.

"**After years of creating 'portable' workouts** that they could do in a hotel room, I developed the **Zone Workout Series™, Fitness for Any Time Zone**, to offer the same fitness resources to every business and leisure traveler," adds Garcia. "We created **five custom-choreographed Video-On-Demand (VOD) fitness routines specifically for travelers**. We **taped the videos in a hotel room to help viewers visually relate** to the setting and to **ensure that the moves could be executed** in a typical guestroom. It's the ultimate in convenience—and privacy. **All a traveler needs to exercise their fitness options—a towel or a chair—is already in the room.**"

Like Having a Personal Trainer On-Call—24/7

For many travelers, the missing link between thinking about working out and actually exercising is the prompting and encouragement that a personal trainer provides. But how many travelers can afford to book a personal trainer for a daily workout?

"**The Zone Workout Series™ replicates the experience of working out with a personal trainer in your hotel room**," Garcia explains. "Our **onscreen instructors guide viewers** through the various moves **in a friendly, non-intimidating manner**," adds Garcia, who served as the **Executive Producer** for Naturally Caffeinated's™ premiere production. "**The viewers feel like they're participating in a live session.**"

Efficient-and-Fun, 20-Minute Routines Match Mood, Energy, and Ability Level

"Guests want a **variety of fitness options** depending on their fitness objectives," Garcia continues. "So instead of focusing on a single style, we offer **five unique routines, from basic to advanced**, each of which is **led by a different instructor.**" 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.**

(more)

Designed as a **stand-alone fitness tool** for travelers who may not exercise regularly, the programs also **complement the cardio or strength-training routines** of workout enthusiasts. Travelers can **reap the benefits of a single, daily, 20-minute routine** or **combine one or more segments for a more intense workout**.

The short-segment routines **feature on-screen text prompts**, a unique special effect that provides additional visual and audio stimuli. **Upbeat**, but not overpowering, **music keeps the focus on the movements** while subtly reinforcing the pace.

Naturally Caffeinated™ will **periodically update** the Zone Workout Series™ programming in VOD systems to provide hotel guests with **fresh content that features state-of-the-art fitness routines and current exercise trends**.

Extensive Hotel Distribution

The Zone Workout Series™ is currently distributed in **hotel guestrooms throughout the U.S., Canada, and Puerto Rico** by the nation's leading in-room interactive entertainment technology providers. Hotels include **upscale, independent, and boutique properties** such as the W hotels in New York City, as well as **popular hotel chains**, including Best Western, Comfort Inn, Crowne Plaza, Doubletree, Hampton Inn, Holiday Inn, Hilton, Hyatt, Loews, Marriott, Sheraton, and Wyndham properties. **Resort, casino, conference, meeting center, and airport hotels** also offer the programming.

Affordable Pricing: The individual programs are priced at **\$6.99 to \$8.99 each—less than the price of some cocktails and mini-bar snacks**.

Endorsements: The Zone Workout Series™ is endorsed by **Dr. Barry Sears, the creator of the Zone diet, who advocates daily exercise as a complement to his dietary regimen**. Ms. Garcia is currently working with Dr. Sears in developing "The Smart Workout" (Fitness) chapter in his new book, *The Wellness Zone*, to be published in January, 2005.

About Naturally Caffeinated™, Inc. (www.naturallycaffeinated.com)

Naturally Caffeinated™, Inc., produces custom fitness videos and content for Video-On-Demand (VOD) programming. The company is known for its creative pairing of audio and visual effects with experienced talent to **produce programming that inspires and motivates viewers to "Wake Up Their Fitness Potential."**

About Leah Garcia, Executive Producer, Naturally Caffeinated™

Ms. Garcia is the founder and President of Naturally Caffeinated™, Inc., a Boulder, Colorado, based company that offers custom fitness solutions, including video and VOD programming, consulting, and corporate wellness services. Leah, **a certified personal trainer and former championship professional athlete**, currently travels the country as a sidelines/features reporter for The Outdoor Life (OLN) TV network. Before her athletic career, **she held sales and managerial positions in the hospitality industry**. A frequent traveler, she logs over 100,000 miles and 200 nights in hotels annually.

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Additional information: the Press Room at www.zoneworkout.com

* Lieberman Research Worldwide for Westin Hotels & Resorts; Fall, 2003