



Media Contact: Amber Maechler
SportsArt Fitness
800.709.1400
amber@sportsartamerica.com

SPORTSART FITNESS RECEIVES TWO MAJOR HEALTH CLUB AWARDS

Woodinville, WA (January, 2008) SportsArt Fitness, a leading manufacturer of world-class fitness equipment for commercial and residential use, has been awarded two 2008 Nova 7 Awards, one for being voted the health club industry's **Best Strength Supplier**, and another for the coveted **2008 Health Club Product of the Year** for their breakthrough, energy saving ECO-POWR™ treadmills.

The Nova 7 Awards were developed by Fitness Management magazine, a leading trade journal for the fitness industry. Fitness Management is read by nearly 30,000 fitness professionals including owners, general managers, and fitness directors. The Nova 7's were founded as a way to let industry professionals have a voice, and a vote, into what they consider the best products and services for the fitness industry. As noted, the Nova 7 Awards are voted on by the readership of Fitness Management magazine.

Of significant importance is that SportsArt also received the 2006 Nova 7 Awards for Best Club Cardio Supplier and for the 2006 Health Club Product of the Year, for their revolutionary XTrainer. According to SportsArt's Marketing Director Scott Logan "we are gratified and overwhelmed to have received these incredibly noteworthy awards from Fitness Management. We are very thankful to all the readers who voted for us. The fact that within a 2 year period we have been voted both the Best Cardio Supplier and Best Strength Supplier, and the fact we have won 2 Product of the Year Awards really speaks to two things; first it speaks to the fact that Fitness Management readers really pay attention to and respect innovation, and two, this really speaks to the commitment of all our employees who had a hand in the development of these breakthrough products".

2008 has been a banner year for SportsArt Fitness products. So far this year, their products have been named Best Joint-Friendly elliptical by Prevention Magazine, and Best Elliptical on the Market by Health Magazine. These major awards join a long list of awards bestowed on SportsArt Fitness products, including major awards from Men's Health magazine, Men's Journal magazine and other.

About SportsArt Fitness

SportsArt Fitness is an industry leader in the design and manufacture of high quality cardiovascular fitness 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. In addition to TUV ISO 9001/9002 quality certifications, SportsArt products have garnered numerous awards from top-flight media outlets including *Men's Journal*, *Men's Health* and *Health Magazine* among others. For more information on the SportsArt Fitness brand and their latest products visit us on the web at www.sportsartfitness.com.

###