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SPORTSART FITNESS RECEIVES A PRESTIGIOUS AEGIS AWARD FOR THE E825 PROMOTIONAL VIDEO

Woodinville, WA (January 15, 2008) SportsArt Fitness is pleased to announce that their E825 elliptical promotional video has been chosen as a recipient of the prestigious Aegis Award for Video and Film Production. The Aegis Awards is a peer judged award whose judges are made up of an array of professionals in the video production and editing community. The SportsArt project won in the hotly contested promotional/sales category.

“The mission of the Aegis Awards competition is to provide a forum to recognize the people and organizations responsible for developing some of the most effective video/film productions being produced today,” according to the Aegis Awards website. “Peer recognition plays a vital role in helping to build a stronger production community.”

The E825 elliptical promotional video was written by Scott Logan, Director of Marketing for SportsArt Fitness and produced by SportsArt Fitness in conjunction with Tall Taurus Media of Everett, WA. This will be the second prestigious video production award for the project, which also recently won a Platinum Ava Award.

“We’re very honored to receive these awards”, states SportsArt’s Logan. “Our goal was simply to tell the story of this amazing new product. We were very fortunate to find a production company that was able to bring that story to life in such a visually compelling manner”.

About the E825 Elliptical

The E825 elliptical by SportsArt Fitness features an electronically adjustable stride length, SportsArt’s CardioAdvisor™ heart rate measuring tool, ZoneTrainer™ custom heart rate training, and multiple Vari-Stride™ personal trainer programs. All adjustable stride models also feature a revolutionary two-stage cushioning system whose elements include elevated and cushioned SoftRidge™ strips and MyFlex™ air suspension. MyFlex™ is a unique system that delivers a proportional cushioning effect based on the user’s individual body weight.

About SportsArt Fitness

SportsArt Fitness is an industry leader in the design and manufacture of high quality cardiovascular and strength 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.

About Tall Taurus

Tall Taurus provides results oriented, affordable, commercial and corporate production services via digital video and interactive media. For more information about Tall Taurus Media log on to www.talltaurusmedia.com ###