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SPORTSART FITNESS RECEIVES A PLATINUM AVA AWARD FOR PROMOTIONAL VIDEO

Woodinville, WA (December 14, 2007) SportsArt Fitness is pleased to announce that their E825 elliptical promotional video has been chosen as a recipient of the prestigious Platinum Ava Award! The Ava Awards are judged by the Association of Marketing and Communication Professionals and are awarded for “recognition of outstanding work by creative professionals involved in the concept, writing, direction, shooting, and editing of audio-visual materials and programs,” according to Ava Awards spokesperson.

“Ava’s Platinum Award is presented to those entries judged to be among the most outstanding submissions in the competition,” said an Ava Awards spokesperson. “Platinum Winners are recognized for their excellence in terms of quality, creativity and resourcefulness.”

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 and was judged against approximately 1700 applicants for the award.

“We are thrilled about the Ava Award for our E25 promotional video,” said Scott Logan. “We feel this video reflects the innovation, resourcefulness and creativity that SportsArt Fitness strives to put into every project we undertake.”

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

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