

## EMPOWERING INDEPENDENCE

*New exercise equipment opens options for people with physical limitations*

REDMOND, WA On October 1<sup>st</sup>, 2010, Fitness Arch, Inc. a Seattle-based fitness equipment company is releasing its new Fitness Arch Rx-model that addresses the needs of people with physical limitations. Fitness Arch-Rx is different because it allows people of any physical ability, whether able-bodied, frail, or using a wheelchair to challenge themselves in strength, cardio, flexibility and balance, sitting or standing --all in one machine.



*The New  
Fitness Arch-Rx*

According to the 2002 Disability Census Report, over 51 million people living in the United States have some level of disability, and the numbers are growing. However, most existing fitness equipment is practically inaccessible to them. The new Fitness Arch-Rx model's patent-pending design uses elastic tubing to create appropriate resistance in a secure, open structure that allows users to easily change from one exercise to another and from one resistance to another.

With its accessibility and a seemingly endless number of exercises, therapists and fitness trainers have praised the Fitness Arch. Brandy Hoefert, a Doctor of Physical Therapy at Infinity Physical Therapy, in Portland, WA said, "The benefit of the Fitness Arch's variable band system is that our therapists know that our patients had trained through all of the different exercise planes, which is essential for effective therapy."

Yet the most important feedback comes from Fitness Arch users, themselves. "Fitness Arch is a blessing," said Mike McDowell now 55, who has to use a power wheelchair after a lifelong struggle with a rare neurological condition. "It is about the only way I can get my feet to move by myself, and with the Fitness Arch-Rx, I can even use a harness to stand for the first time in years!"



*Mike McDowell  
on the Fitness Arch*

The new Rx model will be demonstrated for the first time at the Fairwinds Retirement Community in Redmond, WA on Friday, October 1, 2010 at 5:30 pm. To find out more about the event and learn about Fitness Arch-Rx, please contact the company. Media kits will be available upon request.

**ABOUT FITNESS ARCH, INC.** Founded in 2005, the Fitness Arch's mission is to empower independence for people with physical limitations and to create cost-effective fitness solutions for the organizations that serve them.

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