



## NEWS RELEASE

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### **GOLDEN WELLNESS INTRODUCES THE *FITNESS ARCH* AT THE 6<sup>TH</sup> ANNUAL ICAA CONFERENCE**

*The Fitness Arch helps improve senior wellness, independence and quality of life.*

**SAN ANTONIO, TX – December 4, 2008** – Golden Wellness, a Redmond, Washington-based senior wellness company, today introduced the ***Fitness Arch*** at the ICAA 6<sup>th</sup> Annual Conference in San Antonio, Texas (December 4-6). The ***Fitness Arch*** fills the existing need for a multi-purpose piece of medical exercise equipment to help active seniors maintain strength, as well as those with physical limitations to improve balance, gain confidence and remain engaged in active living.

Loss of muscle mass and strength is a natural part of aging and worsens as activity slows. As muscles get weaker one's sense of balance becomes uncertain and falling or the fear of falling become prevalent. Adults lose about 3%-5% of muscle mass per decade; this loss accelerates after age 50. Research indicates that 30 minutes of resistance exercise 3 times a week can reverse muscle loss in older adults. Some estimate that nearly 70% of falls can be prevented with safe, regular exercise.

"We realized that the majority of today's exercise equipment is unable to provide a safe exercise experience for older adults and disabled users," said Joe Plastino, Golden Wellness President, CEO and Co-founder. "We're confident that the ***Fitness Arch*** meets this need. Our commitment is to provide a user experience that is safe, effective and fun. It is our belief that building physical strength, emotional strength and self confidence contributes to individuals' independence and quality of life. We're also dedicated to providing a positive return on investment and educational resources to the communities and clinics serving seniors and rehabilitation patients."

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### **About the Fitness Arch**

The ***Fitness Arch*** can safely benefit adults of all fitness levels including those with physical limitations. It strengthens muscles and improves balance thus reducing the risk of falls. It is the only machine of its kind that is fully accessible—accommodating any type of chair, wheelchair, scooter or fitness ball. A comprehensive and innovative piece of exercise equipment, the Fitness Arch provides total-body strength, cardiovascular, flexibility and balance training in both sitting and standing positions, filling a key need for rehabilitation. The ***Fitness Arch*** can be used in group classes as well as one-on-one training. It provides a full complement of exercises that would normally require five or more exercise machines to accomplish, giving organizations more capability for one price; \$4,495.00. It is therapist-tested and physician-approved.

The ***Fitness Arch*** was designed with the understanding that designated exercise space is usually at a premium, or nonexistent, whether in a retirement community, rehabilitation clinic or hospital setting. It measures 55 inches long, 50 inches wide and 85 inches tall. It folds in seconds to a size of 27 inches long, 50 inches wide and 40 inches tall. It can be easily moved by tipping it onto its built-in wheels, allowing it to fit through narrow doorways.

### **About Golden Wellness, Inc.**

Golden Wellness is setting a new standard for comprehensive fitness solutions that empower independence. Founded in 2005, the company began as a service organization designing fitness programs for retirement communities, and now provides a line of comprehensive, cost-effective and safe fitness equipment specifically designed to serve the needs of the retirement and rehabilitation industries. Golden Wellness' corporate headquarters is located in Redmond, Washington, with production facilities in Woodinville, Washington. The Golden Wellness team combines decades of experience in medical rehabilitation, fitness training, fitness equipment sales and marketing, international distribution and senior living. For more information about Golden Wellness and the ***Fitness Arch*** visit [www.goldenwellness.net](http://www.goldenwellness.net).

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