

ABOUT QUICK FIT PRODUCTS, LLC

While companies report reduced absenteeism and lower health care costs among their employees who exercise regularly, an estimated 60%-70% of U.S. adults are sedentary and inactive, finding it difficult or impossible to incorporate physical activity into their busy lives. Unfortunately, many of these people mistakenly believe that they must undertake a rigorous and time-consuming fitness regimen in order to achieve the physical and emotional benefits of exercise. However, research from the Harvard School of Public Health¹ shows that just a little bit of exercise done regularly can produce significant health benefits, even among those who have previously not exercised at all.

Quick Fit Products, LLC is dedicated to enabling companies of all sizes to help their inactive employees realize the overall health benefits of exercise through an easy, quick and safe program that adapts to any lifestyle. Through a daily 15-minute combination of aerobic activity, strengthening exercises and stretching that can be done at home or at work, our Quick Fit program is designed to get people moving – one small step at a time – toward a healthier life.

Founded in 2005, Quick Fit Products, LLC is a partnership between Rick Bradley and L&T Health and Fitness. Rick is the creator of the Quick Fit exercise program and author of the *Quick Fit: The Complete 15-Minute, No-Sweat Workout* book and DVD. He has appeared on numerous television and radio shows, and regularly conducts fitness seminars for leading organizations, including AT&T, IBM, Oracle and the Federal Bureau of Investigation. L&T Health and Fitness, an award-winning, women-owned firm, has spent more than 20 years providing a variety of health and fitness services, including fitness facility management, screenings, educational seminars and health fairs, to Fortune 500 companies and other large organizations. Now, through Quick Fit Products, L&T can provide smaller companies with the tools necessary for reaping the benefits of a healthier workforce, including reduced absenteeism, lower health care costs, increased productivity and improved employee morale.

For more information on:

- Quick Fit Products, LLC
- Corporate Programs
- L&T Health and Fitness

contact Anthony Scaglione at a.scaglione@ltwell.com or 610-385-3085 or visit www.tryquickfit.com.



"We have extensive scientific evidence that exercise brings tremendous improvements in health and quality of life. But we know much less about how to get everyone to do it. Quick Fit is exciting because it makes exercise accessible. This program will change people's lives."

–Tom Cove, President, Sporting Goods Manufacturers Association International

¹ *Circulation*, August 2000, pp. 981-986, American Heart Association.

ABOUT L&T HEALTH AND FITNESS

L&T Health and Fitness (L&T) is an award-winning, certified women-owned business enterprise (WBE) that provides health and fitness management and consulting services to individuals and organizations around the country. Founded in 1984 by Susan Liebenow and Susan Torok, L&T is headquartered in Falls Church, VA.

L&T's current clients include Fortune 500 corporations, large multi-cultural organizations, financial institutions, the U.S. military, federal and state governments, hospitals, and community organizations. L&T has two areas of focus:

Fitness Management/Staffing and Consulting: For more than 21 years, L&T has staffed and managed health and fitness centers. Currently, L&T manages 53 fitness/wellness centers in 11 states and the District of Columbia. L&T's services include: hiring, training and evaluating staff; fitness/wellness programming; financial management; recreational programming; exercise class instruction; and extensive reporting. Additionally, L&T consults on facility and wellness program design.

Health Promotion: L&T also offers a variety of worksite programs that promote health, safety, healthy lifestyles, behavioral modifications, personal resilience, and an overall sense of well being. These services vary according to the client's employee base, health promotion needs, interests and budget. Services include: health education seminars; weight-management programs; health-risk appraisals; blood pressure, body composition, cholesterol, PSA and osteoporosis screenings; resting metabolic rate (RMR) measurement; and fun, interactive and educational health fairs.



Sue Torok and Sue Liebenow of L&T Health and Fitness have been helping companies lower health care costs through their comprehensive health promotion plan for more than 25 years.

ABOUT THE BOOK

Quick Fit: The Complete 15-Minute No-Sweat Workout

by Richard R. Bradley III with Sarah Wernick

Fitness expert Rick Bradley designed the Quick Fit fitness program for people who think they don't have time for exercise or who don't want to undertake a grueling regimen. The program packs aerobic activity, strengthening exercises and stretches into a single, easy-to-complete 15-minute workout that can be done at home or at work without special equipment or facilities. Quick Fit succeeds because it enables busy people to exercise effectively and consistently.

Can 15 minutes really make a difference?

According to mounting research – including evidence from studies conducted at the Harvard School of Public Health¹ – yes, it can! Quick Fit is safe and effective and includes the following components:

- Ten minutes of aerobic activity
- Four minutes of strengthening exercises
- One minute of stretches

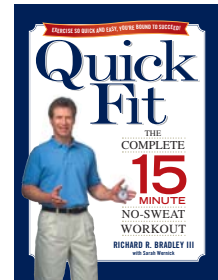
This book includes everything you need to begin a more active lifestyle:

- Fully illustrated step-by-step instructions and simple self-tests.
- Exciting new information about the surprising health benefits of brief workouts.
- Innovative suggestions for getting started – and sticking with it.
- Motivating quotes from men and women who are successfully using the Quick Fit program.

If you wish you were fitter and trimmer, but can't find the time or motivation to exercise, the Quick Fit program is for you!

To order *Quick Fit: The Complete 15-Minute No-Sweat Workout*, visit www.tryquickfit.com. For further information, contact Anthony Scaglione at a.scaglione@ltwell.com or 610-385-3085.

¹ *Circulation*, August 2000, pp. 981-986, American Heart Association.



PRODUCT DETAILS

Hardcover: 256 pages

Publisher: Simon & Schuster

Product Dimensions: 9.4" x 6.9" x 0.8"

Shipping Weight: 1.3 lbs

List Price: \$23.00

Now Available for \$15.50

"Quick Fit is a completely realistic approach, designed for absolutely everyone. The program fits into even the busiest day and sets you up for success. If you can't get Rick Bradley to show up at your work or home, this book is the next best thing."

—Mark Fenton, author of The Complete Guide to Walking for Health, Weight Loss, and Fitness and former host of "America's Walking" on PBS television

ABOUT THE DVD

Quick Fit: The Complete 15-Minute No-Sweat Workout

by Richard R. Bradley III

Most Americans know they should exercise, but don't. In fact, an estimated 60%-70% of U.S. adults are sedentary and inactive, finding it difficult or impossible to incorporate physical activity into their busy lives. Now there's an answer: Quick Fit – a complete daily fitness program that just takes 15 minutes and can be done anywhere without special equipment or facilities. And it's no-sweat, literally. You don't need to change your clothes or even shower afterward!

The Quick Fit DVD is like having your own personal fitness coach

Adapted from Rick Bradley's *Quick Fit: The Complete 15-Minute No-Sweat Workout* book, the Quick Fit DVD brings to life all of the exercises and teachings of the amazing Quick Fit fitness program. In less time than a typical coffee break, the Quick Fit program can help even the most inactive adults realize significant health benefits. Just pop in the DVD and Rick guides you through the entire program:

- Ten minutes of aerobic activity
- Four minutes of strengthening exercises
- One minute of stretches

Why does Quick Fit succeed where other fitness programs fail?

Because Quick Fit allows busy, inactive people to work out conveniently and consistently through a series of quick, safe and easy exercises that can be done at home or at work. The Quick Fit DVD provides everything you need to get started:

- Demonstrations of each exercise by actual Quick Fit participants – not professional fitness models.
- Helpful tips and motivation to ensure that you get lasting benefits from your workout.
- Advice on how you can do the Quick Fit program anywhere, anytime... and stick with it!
- Testimonials from people whose lives have changed thanks to Quick Fit.

If you know you should exercise but can't find the time or inspiration, this DVD is for you!

To order *Quick Fit: The Complete 15-Minute No-Sweat Workout*, visit www.tryquickfit.com. For further information, contact Anthony Scaglione at a.scaglione@ltwell.com or 610-385-3085.



PRODUCT DETAILS

DVD Length: 36 minutes

Publisher: Quick Fit Products, LLC

Product Dimensions: 5.5" x 5" x 0.4"

Shipping Weight: 0.2 lbs

List Price: \$19.99

Now Available for \$14.75

"If you do Quick Fit every day, it will shape you from head to toe!"

–Denise Austin, star of "Fit and Lite" and "Daily Workout" on Lifetime TV and author of Pilates for Every Body

Quick Fit Keys to Success

- Break up the program into parts
- Do it with a friend
- Stay consistent
- Get enough sleep (7-8 hours)
- Focus on why you want to exercise
- Schedule exercise into your day

ABOUT RICK BRADLEY

Fitness expert and motivator Richard R. "Rick" Bradley, III, is the creator of the Quick Fit exercise program and the author of the *Quick Fit: The Complete 15-Minute, No-Sweat Workout* book (Simon & Schuster, 2004) and DVD.

Rick and the Quick Fit program have been featured in *The Washington Post* and he has appeared on NBC's "Today Show," C-SPAN, PBS's "America's Walking," and the Voice of America broadcast. He now hosts his own radio show, "Fit Feds," on Federal News Radio (WFED AM 1050 in the Washington, D.C. metropolitan area), where he discusses all aspects of health and fitness.

For the past 25 years, Rick has been the Director of the Occupational Health and Fitness Program at the U.S. Department of Transportation. Under his leadership, program participation has been three times higher than the national average for workplace fitness centers: a result of Rick's unique ability to communicate, educate, and motivate. Rick has received numerous awards for his work, including the Secretary of Transportation's Silver Medal Award for Meritorious Achievement. He also served as flexibility coach for the Washington Redskins football team under legendary head coach Joe Gibbs.

Since 1985, Rick has presented a variety of unique seminars to corporations, government agencies and educational institutions across the United States, including Creative Stress Management, Work-Life Wellness and Quick Fit. His clients include AT&T, Fannie Mae, IBM, Magnavox, Oracle, Marriott Corporation, BMC Software, Bureau of National Affairs, the Federal Bureau of Investigation, the National Naval Medical Center, the U.S. Senate, and many others.

Rick holds a B.S. degree with honors in exercise physiology and education from the University of Maryland. He also has a national certification in occupational health and has pursued graduate studies in sports medicine and stress management.



Rick Bradley

"The only proven antidote to aging is exercise. But some people are too busy or find it difficult to stay with a program. Rick Bradley's Quick Fit is the answer to their dreams."

*—Gabe Mirkin, M.D.,
national radio show host*



FOR IMMEDIATE RELEASE

Contact:

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Quick Fit Products Announces Release of New Exercise DVD Tailored to Inactive Adults *15-Minute No-Sweat Workout Program Offers Busy People a Quick, Easy Way to Realize the Health Benefits of Exercise*

(FALLS CHURCH, VA) March 6, 2006 – Quick Fit Products, LLC today announced the release of its new exercise DVD created specifically to help busy adults who get little or no physical activity achieve the health benefits of regular exercise. The DVD – “Quick Fit: The Complete 15-Minute No-Sweat Workout” – is based on the book of the same name by fitness expert Richard “Rick” Bradley III.

More than just another exercise DVD, Quick Fit is aimed at the estimated 60%-70% of U.S. adults who find it difficult or impossible to incorporate physical activity into their busy lives. Unfortunately, many of these people mistakenly believe that they must undertake a rigorous and time-consuming fitness regimen in order to achieve the physical and emotional benefits of exercise. However, research from the Harvard School of Public Health (published in the August 2000 issue of the American Heart Association's “Circulation” magazine) shows that just a little bit of exercise done regularly can produce significant health benefits, even among those who have previously not exercised at all.

The Quick Fit program succeeds because it allows busy people to work out conveniently and consistently through a series of quick, safe, easy-to-finish exercises that can be done at home or at work without special equipment or facilities. The 36-minute Quick Fit DVD provides everything inactive adults need to get started on the road to a healthier life, including complete demonstrations of each exercise by actual Quick Fit participants and helpful tips and motivation from Rick Bradley for beginning and maintaining a consistent, effective exercise program.

A number of national health and fitness experts have endorsed the Quick Fit program. “If you do Quick Fit every day, it will shape you from head to toe,” says Denise Austin, international fitness guru and star of Lifetime TV's “Fit & Lite” and “Daily Workout” shows. “The only proven antidote to aging is exercise, but some people are too busy or find it difficult to stay with a program,” says national radio show host Dr. Gabe Mirkin. “Rick Bradley's Quick Fit is the answer to their dreams,” he adds.

To purchase the “Quick Fit: The Complete 15-Minute No-Sweat Workout” DVD, visit www.tryquickfit.com or contact Anthony Scaglione at 610-385-3085 or a.scaglione@ltwell.com.

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