

## **Small Company Gets A Big Break When Innovative Fitness Product, The Xvest Was Featured On The NBC Today Show With Host Katie Couric**

For Immediate Release

KATY, Texas/EWORLDWIRE/May 10, 2004 --- For people who want to attain better physical health, as well as for professional athletes in training, a new product presents a comfortable and safe way to increase resistance while exercising.

For its health & fitness segment, The NBC *Today Show* was in search of an innovative fitness product to feature. A weighted vest called "The Xvest" stood out as the clear winner.

In their April 27, 2004 broadcast, the "Today Show" Fitness Expert, Kathy Kaehler, personal trainer to Julia Roberts, Michelle Pfeiffer, and Samuel L. Jackson, and a best selling fitness author, called the Xvest "Awesome," and, "the best weighted vest on the market." Kathy said that when she wore the vest, it really felt like a part of her body.

Studies have shown that the only way to maximize an exercise routines is by adding weight and resistance to the body, making it more difficult to move. With added weight and resistance, a workout will be more productive and will burn up to 70% more calories in a given timeframe. The Xvest allows anyone to safely add weight to his or her core in one pound increments, and it is adjustable from one pound to up to 84 pounds in certain models.

The Xvest is much safer and more effective than traditional ankle and wrist weights, weight belts, and backpacks. It can be used for weight loss, fitness, wellness, aerobic conditioning or strength training. It may be worn while engaging in sports-specific training, or while spending time in the home or office to increase resistance during daily activities.

Walking in front of the crowd while wearing the Xvest, Kathy Kaehler & host Katie Couric spoke about the benefits of the Xvest.

"This is an awesome weighted vest," said Kaehler. "Adding some weight to your body is, one, going to burn more calories, and two, we are getting core development strength, so we are really working on stabilizing our abdominal muscles."

"And, it is so tight that it makes you keep your posture," added Couric.

"We all want to improve. We want to get to our goals quickly, and this is a great way to improve our muscles," concluded Kahler. "It makes your walks more challenging, and you can use it in your group classes."

The Xvest has also been featured on ESPN's Cold Pizza, CNN, Fox Sports, Tech TV and the WB's Daily Buzz. It has received many accolades by fitness professionals"

--Muscle and Fitness Magazine picked Xvest as a "Must have product for 2004."

--Testosterone® Magazine, named the Xvest "The Best of the Best."

--2004 Sports Innovations and Super Show picked the Xvest as one of the "Most innovative products for 2004."

--Patrick Netter picked the Xvest as "The Gear Guru's Best".

### **About The Xvest**

The Xvest is suitable for both men and women. It provides safe and effective conditioning to

--Fitness experts, top professional athletes and trainers in the NFL, NBA, NHL, MLB.

--Summer and winter Olympians and many other non-professional athletes.

--The military (especially the special forces), police and firemen.

Xvest is available in sizes to fit all body shapes and in five models, starting from the 12 pound "Fitness" model

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(\$149) all the way to the 84 pound model for Firemen and Military(\$299). All orders come with an instruction video and guide. More information is available at [www.thexvest.com](http://www.thexvest.com).

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