

FEATURED STORY

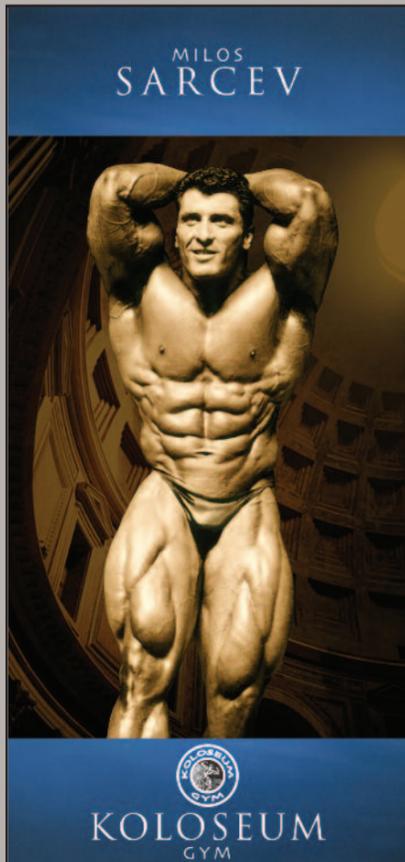
TuffStuff would like to thank Domafit Fitness of the Czech Republic for their hard work and sales efforts on behalf of TuffStuff at the recent ISPO show in Munich, Germany!

DomaFit Fitness had a large selection of TuffStuff equipment on display along with some impressive custom-made wall murals highlighting TuffStuff Strength equipment. The International Trade Fair for Sports and Fashion takes place in Munich every February and is one of the longest running trade shows in Europe. This year ISPO celebrated its 40th anniversary hosting more than 64,000 visitors from over 117 countries and encompassing 15 halls at the New Munich Trade Fair.

Great job DomaFit!



THIS MONTH'S FEATURED SHOWCASE



Feel the FIBO BUZZ . . .

By Pete Asistin,
VP Sales & Marketing

TuffStuff is pleased to announce that Milos Sarcev, former IFBB Pro Bodybuilder and now Master Trainer at his Koloseum Gym in Fullerton, California, will be making a special appearance in the TuffStuff Booth at the FIBO Show this month. Milos, who grew up in Yugoslavia, will be returning to Germany where he is admired, respected, and has a large following. As a member of TuffStuff's extended family, Milos serves in an advisory capacity sharing his wealth of knowledge in biomechanics, nutrition, and training methods.

A summary of this man's remarkable qualifications reads as follows:

- Thirteen years as a successful IFBB Pro Bodybuilder
- Current world record holder for IFBB Professional competitions, with a total of seventy-two appearances.
- Qualified for ten consecutive Mr. Olympia competitions
- Developed and produced a wide range of Nutritional products for supplement companies

- Author of numerous articles in fitness and health publications worldwide
- Conducted numerous lectures, Seminars and Certification programs worldwide
- International recognition through Television, Training Books/Videos/CDs, Commercials, Fitness Magazines and Catalogue
- Featured on more than one hundred Fitness and Bodybuilding magazine covers
- Owner and General Manager of Koloseum Gym Fullerton, California.

At the FIBO Show (the largest sports, health and fitness trade show in the world), beginning April 22nd through the 25th, with the help of his German protégé, Dan Hill of Frankfurt, Milos will demonstrate his trademark "Giant Sets Training Routine." At 23 years of age Dan is the youngest IFBB Pro Bodybuilder and a promising future star that has trained with Milos for the last two months at his Koloseum Gym. We expect a spectacular and unprecedented exhibition by two world-class pros.



Anyone who wishes to participate in the "Giant Sets Training Session," which is scheduled to take place daily at 10 am, 12 noon, 2 pm or 4 pm must register online (starting April 9th) at www.Koloseum-camp.com. This event is limited to 20 people per session, on a first come, first serve basis. Those who are able to complete the "Giant Sets Routine" will qualify for a chance to win the Grand Prize, a Plate-Loaded Arm Curl Machine, valued at \$1,900.00 USD. The names of all the qualifiers will be placed in a lottery and the winner selected on the final day of the show. Each participant will receive a TuffStuff T-Shirt, autographed by both Milos and Dan. Visit us in Hall 3, Booth D14 to view the new line of TuffStuff retail and commercial products and receive a complimentary autographed picture from Milos Sarcev and Dan Hill.

SCHOOLS SALES by Don Payne



TuffStuff Fitness Equipment partners with Governors Fitness Challenge to help LA County Schools get fit!

Los Angeles County joins other California Counties in the Governors Fitness Challenge Program.

The Los Angeles County Fitness Challenge is an effort to help Los Angeles County become California's Fittest County in 2010. Students, teachers, parents and other residents of Los Angeles County will be encouraged to be physically active 30-60 minutes a day, at least 3 days a week between March 1st and May 31, 2010. There will be multiple winners named in the Los Angeles County Fitness Challenge including the School District of the Year and School of the Year. The winners will each receive a commemorative flag recognizing them as champions of the 2010 Los Angeles County Fitness Challenge.

Both the winning school and school district will be selected based on the number of student sign-ups and completions relative to enrollment with active days per student serving as the tie-breaker if necessary.

Los Angeles County Fitness Challenge activity will be recorded on-line and a running total of each school district's and each city's progress will be posted on their web site.

TuffStuff Fitness Equipment Inc. is a proud Partner & Equipment Supplier for the Governors Fitness Challenge Program.

SALES TIP OF THE MONTH

What is your body saying?

Were you aware that over 60% of all communication is non-verbal? Research has shown that if you pay attention to non-verbal cues such as; eye contact, facial expressions, body posture, and hand gestures, you could close more sales. Ensuring your body language is projecting the right image is only half the battle though. It is equally important to monitor your customers' body language during a presentation to make sure you pick up on subtle non-verbal buying signs and boredom cues. A recent Discovery T.V. program on Body Language made the following observation: "In the end people do not buy products or facts about products, people buy people. A customers purchase decision comes down to a few simple questions, does this person seem genuine? Do they care about me? Do I like them? And body language will project the answers to these questions". So, the next time you do a presentation ask yourself, "Is my body language demonstrating to this customer that I am genuinely interested and excited in helping them find the right product to reach their goals?"

Highlights:

Coming Events ...



New TuffStuff Website!

Our new & improved website is now active! The new site offers improved graphics and easier navigation, as well as an expanded and enhanced toolbar for greater versatility. We expect there will be a few glitches and encourage our dealers to visit the new site to help us review and improve it. Our new site is still located at www.tuffstufffitness.com

Cyber Trainer final testing almost complete!

The final testing is almost complete on the soon to be released Cyber Trainer Personal Training System. The new Cyber Trainer Gym will make its debut appearance at the FIBO show in Germany this month where customer and dealer feedback will help us finalize the unit for market. Get ready to experience the future of in-home strength training!

EAST COAST NEWS & VIEWS

By Fred Bixby

New Venue for the Health & Fitness Show!

I've heard that this year, for the first time, the Health & Fitness Show will be held in conjunction with the Interbike Show in Las Vegas, Nevada. The show is scheduled to take place at the Sands Expo Center on Sept. 22nd and 23rd.

In my opinion this is a positive move that could spark some new interest from both dealers and manufacturers who may want to attend. The fact that the Show will be in a new location and take place after Labor Day, when people are starting to think more about the upcoming winter season, should help bring some excitement back to our industry. After being located in Denver for the past 13 years, this change is well overdue.

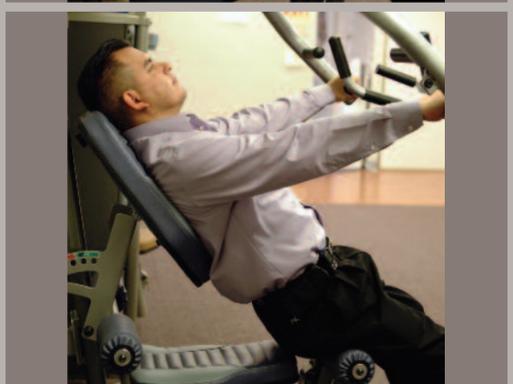
One other bonus is that the Mr. Olympia Show will overlap the Interbike Show to make it even more appealing for a trip to Las Vegas. Oh, and did I forget to mention that there is a small amount of gambling and entertainment venues to take advantage of in Las Vegas?

If anyone would like to share his or her thoughts or comment on this story please give me a call.

Fred Bixby 909-629-1600 ext 251

EXERCISE OF THE MONTH

This month's featured exercise, the Decline Press, comes to us from Bob Lachniet, President of Fitness 4 Home Superstore in Phoenix, AZ.



The Decline Press can be performed on any TuffStuff AXT Gym and is a great exercise to strengthen and define the lower chest, shoulder, and triceps. To perform the Decline Press simply do the following: Place the backrest in the fourth or fifth adjustment position from the main frame and reset the press bar so it is positioned in front of the back pad. Now sit on the gym as if you were going to perform a chest press but instead of sitting straight, lean back on the tilting back rest and scoot forward until you are sitting on the leg support pads. Grasp the press bar with both hands and, while keeping your head straight so it does not come in contact with the main frame, depress the bar away from you. Voila! ... you just did a Decline Press on an AXT Home Gym!

If you would like to tell us about a unique exercise that you like to perform on your TuffStuff Home Gym, send an email with a description (pictures are encouraged) of the exercise to mloch@tuffstuff.net If we use it in our Enews you could win a free TuffStuff T-Shirt!