

FOR IMMEDIATE RELEASE

TuffStuff is putting the finishing touches on its **NEW commercial strength line – Proformance Plus!**

Set to debut September 2010, TuffStuff's new commercial strength line will be called **Proformance Plus by TuffStuff**, and will feature Platinum Sparkle main frames with Charcoal Accents and Cranberry upholstery as the primary color scheme.

The new Proformance Plus features heavyweight oval steel frames, enhanced modern aesthetics, custom weight shrouds, and will come standard with an all-new Patented Piggy Back weight system! Polished aluminum end caps and custom pivot covers will create a more finished and refined look, while industrial ball bearing assemblies and stainless steel locking hardware will deliver the rugged performance customers have come to expect from TuffStuff products! Newly engineered pieces include the "Core Shredding" Ab Crunch and the "Love handle melting" Torso Rotation, both of which join the upgraded and improved "Perfect Press" Bench Press and Shoulder Press. Combined with our new oval steel free weight line and Dual Series, the new Proformance Plus is sure to be a big hit with both dealers and customers!

Studio sessions and brochure development is set for August, and photographs of the new line will be made available to dealers upon request. Dealers, who are working with commercial customers that are 90 days out on projects, should submit their PO's for the current Proformance Series by September 30th 2010, to ensure their request can be filled. Customers with projects exceeding 90 days should be made aware that the product they will receive may be different from current production models.



THIS MONTH'S FEATURED SHOWCASE



Modern Fitness Studio, Hong Kong, China.

Featuring a complete line of TuffStuff's Cal Gym training equipment, Modern Fitness has strengthened its position as the "leading beauty services expert" in the industry, and has garnered additional exposure, on the back cover of the new Cal Gym product brochure, with a picture of its new facility in Hong Kong.

Established in 1991, Modern Beauty Salon Holdings Limited provides comprehensive beauty and facial services, spa and massage services, and fitness services under the trade names Modern Beauty Salon, Slim Express, and Modern Fitness. Modern Beauty now operates 17 service centers in Hong Kong and has approximately 151,000 customers. The company was listed on the main board of the Hong Kong Stock Exchange in February 2006.

EAST COAST NEWS & VIEWS by Fred Bixby

The big news in the Chicago area is the recent takeover of Chicago Home Fitness, by the largest retailer of home leisure products in Chicago and the Midwest, The Great Escape Stores.

In the past, Chicago Home Fitness had as many as 26 stores in Chicago and Northern Indiana devoted to high-end fitness equipment sales. Now that The Great Escape has taken over, many of their 21 stores will have to devote floor space to high end fitness lines such as Precor and True, along with the pools, patio furniture, spas, and pool tables they currently sell.

The Great Escape has retained 15 former Chicago Home Fitness employees for their new fitness departments, and has also decided to keep a small number of the better producing, free standing, Chicago Home Fitness stores, to continue selling fitness equipment.

I guess this a sign of the times, but we will have to wait and see how this new concept pans out. My own feeling is that this not a good move for The Great Escape. The enormous size of their stores, and the extreme variety of products they offer, will force The Great Escape to do a significant amount of costly advertising in order to educate potential customers on the presence and availability of high-end fitness equipment within their stores.

SALES TIP OF THE MONTH

Can you hear me now?

There's an old saying in sales that goes, "When you have something to sell, it is better to stand atop a mountain and yell, than to whisper it into a well." The essential idea is that even the best product in the world will die a slow and painful death, if no one knows it exists.

It's no secret that when the economy is slow, and sales are down, advertising and marketing expenses are tough to justify. Money seems to go out, with no measurable immediate return. But ask any expert and they will tell you that cutting your advertising expenses during the slow times is a big mistake. It is exactly during the slow times that your message needs to reach more potential customers more frequently, and with greater intensity.

So... what are you doing as a salesperson to contribute? Are you sitting around waiting for your company to put an ad in the local paper, or are you actively marketing your company, and yourself? How many people know what it is you do for a living? Do the people in your neighborhood, church, or apartment building know where you work and what you sell? Do all your family and friends have your business card? Does the Barista at your local starbucks know you're having a sale on home gyms this month?

If you answered no to any of these questions maybe its time you climbed a mountain and started yelling, because if your customers can't hear you, how will they know to buy from you?

"Capitalism is about turning luxuries into necessities." – Andrew Carnegie.

Highlights:



You can now follow us on Facebook. Check out our new Facebook page and like us so we can request you as a friend.



Have you seen the You Tube video demo on our SPT-6 yet? If not go to our facebook page and click on the link to check out how to demo a Six Pak in three and a half minutes! Our thanks to Domafit Fitness in the Czech Republic for recording and posting it.

Join us at Mr. Olympia 2010 – TuffStuff is scheduled to be at the 2010 Mr. Olympia Show & Expo in Las Vegas Nevada, this September! A sampling of our new Proformance Plus commercial strength line will be on display and used in support of the Strongest Bodybuilder and Fittest Olympian competitions.



EXERCISE OF THE MONTH



Kettlebells! We don't need no stinking Kettlebells!

At least not if you have a TuffStuff Home Gym or Functional Trainer.

Ask any personal trainer to show you what to do with a Kettle Bell and the first thing they will do is grasp it with both hands and swing it between their legs like a pendulum. In fact, the Two handed swing and Turkish stand up are about as far as most people get with a kettle bell. But you don't need a kettle bell if you have a low cable station and a Tricep Rope. The Cable Swing Through is a great exercise to show prospective home gym customers; especially those who think only a Kettle bell can be used for this exercise. To perform the Cable Swing Through, simply do the following.

Attach a tricep rope to a low pulley station and straddle the cable while facing away from the machine. Starting with your knees bent and the tricep rope between your legs, straighten your legs while thrusting your hips forward and pulling the tricep rope up to shoulder height in front of you. Without pausing, return to the start position and immediately repeat the motion for the desired number of repetitions.

Now... go put your Kettle Bell away, because you won't need it anymore.