

***Training Fan***<sup>®</sup>  
Named Sports Product of the Year Finalist

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JANUARY 2003/NEW YORK—Benefit Health Media announced the **Training Fan** fitness guide was named a finalist for “SPORTS EDGE Sports Product of the Year,” and will be showcased during The Super Show/2003, January 20-22, 2003 in Las Vegas. The Sports Product of the Year competition was created in 1998 by SGMA International and The Super Show, the world’s largest sports product trade show.

The Training Fan is one of the products chosen by a panel of veteran retailers from over 150 entries. The “Sports Product of the Year,” acknowledges the cutting-edge in new product technology and artistry from a variety of product categories.

“We are really excited about this award by the sporting goods industry,” says Andrea Barash, president of Benefit Health Media. “It’s a tremendous honor. We hope that the availability of the Training Fan will bring a new level of functionality to workout guidance for consumers. There’s never been a product like this on the market.”

The **Training Fan** Fitness Training Guide is the first of its kind to organize and package information in a handy, compact format. Exercises are organized by muscle group, and then further grouped according to the equipment required. It’s printed on a synthetic paper that’s water- and tear-resistant so it will hold up in any workout environment.

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