



About efi



GRAVITY® Nation: Latest Workout Heralded the New 'Indoor Cycling' of the Fitness Industry.

12/05/06

Innovative Program Sweeps the U.S., Defines Functional Fitness in 2007

[Read the article on Yahoo.com](#)

SAN DIEGO, Dec. 5 /PRNewswire/ -- Heading into a New Year of fitness in 2007, the legacy of "indoor cycling" (also known as Spinning®) -- the grueling, sweat-dripping group workout that took the fitness industry by storm in the early 90's -- has finally met its match. The latest body-contouring, butt-kicking workout sweeping the nation is GRAVITY® -- bringing a whole new set of physics to the traditional group workout.

Source: efi Sports Medicine



From efi Sports Medicine®, the company who first introduced the fitness industry to incline resistance training on the iconic Total Gym®, comes GRAVITY and the revolutionary GTS® unit: the hottest single-unit, functional training system to hit the U.S. health club and personal training markets.

"A lot of fitness equipment and trends have come and gone," said Keith Irace, group fitness manager for Equinox Clubs in Southern California. "I haven't seen the fitness industry get excited about something like this in a long time."

GRAVITY is designed to work arms, chest, legs, back and abs in one quick and effective 30-45 minute session using only body weight as resistance -- no weights. Performed on

the GTS unit, GRAVITY offers functional training, working multiple muscle groups at the same time, and core stability exercises in three fun, non-intimidating small group workouts: group strength, personal training and Pilates. The only exercise product to receive endorsement by the American Physical Therapy Association, the GTS uses a cable and pulley system and a free-motion glideboard to encourage functional training with eight different levels of resistance and more than 250 strength training, stretching and Pilates exercises.

"GRAVITY is revolutionary in total body functional training and nothing like the commercial fitness industry has seen in decades," said Tom Campanaro, efi Sports Medicine founder and CEO. "Unlike most group exercise sessions, participants can complete an entire workout on one piece of equipment offering all the benefits of traditional strength training, for every size, shape and fitness level, without having to step foot in the weight room."

Compared to traditional circuit training regimes where weights have to be adjusted and sweaty seats wiped clean, GRAVITY users can quickly move from arm curls to shoulder presses to squats without ever getting off the machine. Many clubs offer small group personal training on the GTS for less than the cost of a single personal training session, making personal training more accessible and affordable for club members.

Some of the biggest gym names in the country offer GRAVITY sessions: Crunch Fitness in Chicago and Mission

Viejo, California; FROGS Club One in San Diego; Life Time Fitness in Flower Mound, Texas and the Jungle Club in Vero Beach, Florida. Visit the efi Sports Medicine Web site www.efisportsmedicine.com and click on the "efi Network" box on the bottom left corner to find a club offering GRAVITY anywhere in the U.S or the world.

GRAVITY is changing the way gym aficionados and personal trainers think about traditional functional training. According to the American College of Sports Medicine (ACSM), functional training, including core stability exercises, play an important part in helping reduce injuries by training multiple muscles to work together, making it easier to perform daily activities by using the body as an integrated whole.

"All GRAVITY workouts promote core stability by requiring the user to balance on a free rolling glideboard while performing cable exercises," said Campanaro.

About efi Sports Medicine®

After more than three decades at the forefront of innovation in athletic training, physical therapy and home fitness, efi Sports Medicine is the leading manufacturer of incline resistance training equipment. Visit efi on the Web at www.efisportsmedicine.com or call for more information at 800.541.4900.