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### **For Immediate Release**

## **AMERICAN COUNCIL ON EXERCISE ANNOUNCES PARTNERSHIP WITH IDEA HEALTH AND FITNESS ASSOCIATION**

*Industry Leaders Join Forces to Enhance Offerings for Fitness Professionals*

SAN DIEGO, Calif. (August 11, 2009)—The American Council on Exercise (ACE), America’s leading authority on fitness and one of the largest fitness certification, education and training organizations in the world, today announced a long-term partnership with IDEA Health and Fitness Association, the world’s leading membership organization of health and fitness professionals. The partnership, which will include multiple initiatives over the coming months, is intended to benefit the fitness industry as a whole by allowing both ACE and IDEA to offer expanded resources for education, training and professional growth.

“We are thrilled to embark on a strategic partnership with an industry peer as highly respected as IDEA,” said Scott Goudeseune, ACE president and CEO. “This joint venture demonstrates our ongoing commitment to enriching quality of life through safe and effective exercise and physical activity, and is just the first of many exciting things to come. We look forward to collaborating with IDEA to better serve the health and fitness industry as well as continue to provide valuable resources for our members.”

ACE and IDEA’s partnership will kick off with co-branded continuing education courses (CECs) delivered in an exciting new video-on-demand format. The first in the series of CEC programs will be taped at and available immediately following the [2009 IDEA World Fitness Convention™](#), to be

held August 12 – 16, in Anaheim, Calif. The courses will be available as individual [online video CEC courses](#) and as a [2009 IDEA World Fitness Convention Online Video Package](#).

“This is an exciting first step in what we are confident will be an extremely beneficial relationship for the fitness industry,” said Peter Davis, CEO and co-founder of IDEA. “IDEA and ACE are both dedicated to improving the health and fitness of all individuals, and we are proud to pair with a fellow industry leader in achieving shared goals through the ongoing education and training of fitness professionals.”

ACE and IDEA plan to announce additional components of the partnership over the months to come. For more information, please visit [www.acefitness.org](http://www.acefitness.org) or [www.ideafit.com](http://www.ideafit.com).

#### **About IDEA Health & Fitness Association**

IDEA Health & Fitness Association is the world’s leading membership organization of fitness and wellness professionals with more than 23,000 members in over 80 countries. Since 1982, IDEA has provided personal trainers, group exercise instructors, fitness program directors, mind-body teachers, health club owners and fitness center managers with pertinent information, health and fitness educational opportunities, career development programs and industry leadership while helping them enhance the quality of life worldwide through safe, effective lifestyle and fitness programs. IDEA members interact with consumers more than 25 million times a year in the fitness marketplace. For more information on IDEA fitness and wellness conferences, publications, professional fitness education and products, member services and other activities, visit [IDEA Health & Fitness Association](#).

#### **About the American Council on Exercise**

The American Council on Exercise (ACE), America’s premier certification, education and training organization, is a nonprofit organization dedicated to promoting the benefits of physical activity and protecting consumers against unsafe and ineffective fitness products and instruction. ACE sponsors university-based exercise science research and is the world’s largest nonprofit fitness certifying organization. For more information on ACE and its programs, call (800) 825-3636 or log onto the ACE Web site at [www.acefitness.org](http://www.acefitness.org).

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