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For Immediate Release

AMERICAN COUNCIL ON EXERCISE (ACE) AND IDEA HEALTH AND FITNESS ASSOCIATION ANNOUNCE NEW COMMUNICATION COLLABORATION

Industry Leaders Will Co-Brand Preeminent Magazine for Fitness Professionals

SAN DIEGO, Calif. (February 23, 2010)—The American Council on Exercise (ACE), America’s leading authority on fitness and the largest non-profit fitness certification, education and training organizations in the world, and IDEA Health and Fitness Association, the world’s leading membership organization of health and fitness professionals, today announced that IDEA will develop a co-branded version of the award winning *IDEA Fitness Journal* to be sent to ACE-certified professionals beginning with the July/August 2010 issue.

“We are excited about offering a premier industry magazine to our network of fitness professionals,” said Scott Goudeseune, ACE president and CEO. “We are tapping into the expertise of IDEA’s acclaimed editorial team in order to bring an excellent resource to the ACE network, and we feel confident that this publication will help us grow by providing expanded education, training and professional information to the ACE community.”

The initiative brings ACE professionals added value to their certification in the form of access to the latest industry news and expertise on a variety of fitness and wellness topics as well as expanded benefits for continuing education courses (CECs) in every issue. Additionally, this increases circulation of the *IDEA Fitness Journal* to nearly 70,000.

“First and foremost, our goal with this announcement is to benefit the greater good of the fitness industry consistent with our missions to *Inspire the World to Fitness®*,” said Peter Davis, CEO and co-founder of IDEA. We are excited to be working with ACE, America’s largest non-profit certification organization, and offering our solid editorial content to their readers. We believe both of our organizations will benefit from this initiative.”

For more information, please visit www.acefitness.org or www.ideafit.com.

About IDEA Health & Fitness Association

IDEA Health & Fitness Association is the world’s leading membership organization of fitness and wellness professionals 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](http://www.ideafit.com).

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.

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