



Inspire the World to Fitness®

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IDEA Health & Fitness Association Announces Launch of New Website

New Features Provide Fitness Professionals with an Easy-to-Navigate, Intuitive, User Friendly Layout That Engages the Senses while Incorporating a Host of Multimedia Elements

San Diego – October 6, 2008 – IDEA Health & Fitness Association, the leading membership organization of health, wellness and fitness professionals worldwide with more than 23,000 members in over 80 countries, has announced the launch of its new website. The effort delivers the fitness industry’s most powerful, comprehensive and relevant new tool specifically constructed for education enhancement, career building and professional community connection.

The new website, <http://www.ideafit.com/>, offers a host of new graphics and features dedicated specifically to fitness and wellness professionals.

According to Peter Davis, co-founder and CEO of IDEA Health & Fitness Association, advancements in technology have presented IDEA with a golden opportunity to offer the organization’s worldwide membership a website that provides a much smarter and increasingly efficient user experience. “IDEA’s new and improved website underscores our commitment to improve the overall customer experience,” he says. “The enhanced site signals a big step in our transformation to become more relevant to our members and customers.”

The first phase of <http://www.ideafit.com/> 2.0 rollout includes the following:

- An easy-to-navigate site structure;
- Daily dynamic content;
- Site search capabilities for easy and quick research and navigation;
- Full access to IDEA’s online library, which features more than 2,000 articles on a widespread range of topics related to the various elements of health, fitness and wellness;

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- Lively and interactive elements for on-the-edge reporting—Our event blogs are one example. You can experience a recorded streaming session from this year's IDEA World Fitness Convention or relive the event through our editor's text, phone and video blogs.
- A completely revamped IDEA Education Store with DVDs, continuing education credit (CEC) packages and books; and
- A "Top Stories" section for quick access to the latest and most relevant industry news and events.

Subsequent phases of the ongoing website rollout will add a host of new and expanded features and capabilities. To check out the site and provide feedback, go to <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](#).