



Inspire the World to Fitness®

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**Revolutionary Fitness Video Subscription Service from IDEA Educates Pros and Enthusiasts**

*For Less Than the Cost of One DVD Per Month, Get Unlimited Access to Streaming Online Exercise Videos from the Fitness & Wellness Industry's Most Respected Educators*

**San Diego—April 20, 2009**--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 rolled out yet another phenomenal education service for fitness professionals and fitness enthusiasts alike. Introducing our Educational Fitness Video Subscription initiative.

Details:

- For just \$28 per month (\$34 for non-IDEA members), IDEA is opening its phenomenal proprietary library of fitness videos as a streaming, on-demand service.
- By paying a monthly subscriber rate that is much less than the cost of purchasing most fitness DVDs (including those in the IDEA store), subscribers will have unlimited 24/7 access to our initial collection of 75 online exercise videos, to which we will add 12 new releases each month.
- Over 120 hours of skills, drills, tips and strategies
- Watch as many [online exercise videos](#) as you want, as often as you want
- Jump to where you want in each video with easy-to-use chapters
- Among many standouts, featured presenters include
  - Todd Durkin, MA, trainer to NFL and MLB athletes
  - Sherri McMillan, MSc, sponsored fitness athlete for Nike
  - Shannon Fable, PowerBar®-sponsored athlete
  - Rael Isacowitz, MA, internationally-recognized expert in Pilates
- Fitness video titles include
  - Boot Camp Complete: From Start to Finish
  - Extreme Interval Training
  - Lean Legs, Great Glutes
  - Back in Action: Contributing Factors and Corrective Exercises
  - The New Yoga-Pilates Blend

-more-

- Access IDEA's Educational Fitness Video Subscription service here:  
<http://www.ideafit.com/subscription-offer>
- This low introductory rate is available for only a limited time, so subscribe now to lock in this pricing. It's an amazing value you won't want to miss.

“Whether you are a fitness industry professional seeking continuing education or an enthusiast who loves to challenge yourself and learn new techniques, this service was made for you,” said Kathie Davis, executive director of IDEA. “The video quality is high, the information presented is unparalleled in the industry and the convenience of having so many resources just a few clicks away is incredible.”

### **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](#).