



**MEDIA RELEASE
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TAKE HOME A PERSONAL TRAINER FROM FITNESS FIRST & Wii™

Now you can get fit with a personal trainer and nutritionist in your own home at a time to suit you and with a program tailored to suit your needs.

The **NewU Fitness First Personal Trainer** is a videogame which combines exercise programs and nutrition advice with the fun, interactive technology of Wii™ to help you take control of your fitness and wellbeing.

The revolutionary fitness and nutrition product allows you to customise a workout program to suit your individual fitness level, set personal fitness goals and follow real personal trainers as they coach you through your very own, tailored fitness workout. As your fitness increases, you can select new goals and follow the updated exercise program suited to your personal progress.

Exercise with real personal trainers

All the exercise programs have been designed and built by Fitness First personal trainers and are demonstrated by trainers in real video rather than the animated graphics used in other fitness products designed for the Wii™.

You simply enter your fitness profile and select from 50 fitness goals (25 for men, 25 for women) and then follow your preferred trainer as they lead you through an exercise program tailored from more than 80 available exercises.

Unique healthy eating meal planner

The NewU Fitness First Personal Trainer also features a unique weekly meal planner of more than 130 healthy recipes created by professional nutritionists. The meal planner takes into account your preferred foods and even constructs a grocery shopping list for your selected meals. Additional health and lifestyle tips keep you on track and adds motivation.

Fitness for everyone

Fitness First National Fitness Manager Dom dos Remedios said the product was a great way to get a fitness program started, a useful guide for people who can't find time to get to the gym as much as they'd like and a handy homework tool for those already committed to a fitness regime.

"The NewU Fitness First Personal Trainer works for everyone, no matter your current fitness level or your fitness goal," said Dom.

"For instance, if you're just starting an exercise program and want some privacy, NewU will get you on track at home until you're more confident; if you're a new Mum you can use NewU when you have time and no matter how little time you have; and if you're already committed to a fitness program you can use NewU for that extra workout or to plan your weekly meals.

"Even if you already workout with a personal trainer, NewU is a great way to workout in between your appointments and keep up the intensity or fit in an extra one on one session in your busy schedule."

Stockists, price, inclusions

NewU Fitness First Personal Trainer will be available at all leading games retailers from 17 September 2009 and will retail for \$99.95.

Be one of the first in Australia to get New U Fitness First Personal Trainer and you'll also receive a seven day guest pass to any of the 91 Fitness First health clubs around Australia and a free BioAge assessment valued at \$39.95 at any Fitness First health club.

NewU Fitness First Personal Trainer is Wii™ Balance Board compatible (though not required) and is used with the Wii™ Remote. Wii™ accessories such as weights and step inclines can also be used to intensify your workout.

Ends

Further media information/interviews:

Nicole Browne, Media Opps 02 9954 7677 or 0414 673 762

Image attached:

Pack shot of NewU Fitness First Personal Trainer. Screen images available on request.

DVD:

A DVD introduction to NewU Fitness First Personal Trainer was sent with this release – if you did not receive the DVD, please contact us and we will provide another DVD.

Product Review:

Contact above to experience the NewU Fitness First Personal Trainer for yourself.

About Fitness First

Fitness First is the largest privately owned health club group in the world with over 540 Fitness First clubs worldwide reaching over 1.4 million members in 19 countries. In Australia there are 91 Fitness First clubs with over 350,000 members. Every month there are more than 2 million visits to a Fitness First club in Australia, with over 200,000 personal training sessions and more than 20,000 Group Exercise classes. Our mission is simple. We want to make the World a **fitter** place.

www.fitnessfirst.com.au

About Black Bean Games

Black Bean Games is the publishing label of Lago S.r.l., which is part of the Leader Group. Leveraging 20 years of market experience and knowledge, Black Bean is ideally positioned to launch games coming both from internal and external development teams, harnessing strong licenses, original IPs and focusing on three main areas: Racing, Family & Lifestyle and Action-Adventure games. For further information about Black Bean and its products, visit the following web site: www.blackbeangames.com.

About Lightning Fish Games

Lightning Fish Games is a videogame developer specialising in family-oriented titles for Wii™, PlayStation® 3, Microsoft® Xbox 360, Microsoft Windows and smartphones. Established in June 2008, in Banbury, United Kingdom, Lightning Fish was founded by Simon Prytherch, Mike Montgomery and David Hunt. Despite being a new company, the team have previously released over a hundred games and been responsible for games that have sold tens of million of units. For further information about Lightning Fish Games please visit the following website www.lightningfishgames.com

About All Interactive Entertainment

Based in the Gold Coast of Australia, All Interactive Entertainment (AIE) is a wholly owned subsidiary of All Interactive Distribution (AID). All Interactive Distribution was established in 1994 and over the last 15 years has grown into one of the largest distributors of interactive entertainment product in Australia. AID also acts as a sub-distributor for all of the video games and DVD publishers in Australia and distributes, on behalf of Nintendo, into the New Zealand market. More information on AIE can be found at www.allinteractive.com.au | www.aie.allinteractive.com.au