



PRESS INFORMATION
For Immediate Distribution

FOR MORE INFORMATION

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**BLAZE team up with Futuretronics to light up
the Australian Wii Fit® accessory market
with gym, health and fitness club group
FITNESS FIRST officially licensed product range**

Doncaster, UK – 10th November 2009 – **BLAZE** the internationally renowned peripheral manufacturer are delighted to announce they are to work together with leading video game accessory distributors Futuretronics to bring their all new Fitness First Range into Australia.

Fitness First is the world's largest gym, health and fitness club group with over 90 clubs in Australia alone and 550 clubs worldwide spanning 19 countries. The brand is universally recognised as a symbol of fitness and wellbeing.

The fast emerging fitness market has seen over 20m Wii Fit® balance boards sold worldwide and this figure looks set to grow as new software products come to market.

BLAZE and Fitness First recognised the opportunity to enhance the user experience and to bring together the home and gym fitness markets with a range of high quality accessories that enhance the workout experience.

Jason Cooper, Chairman of Blaze Europe Ltd commented:

"We are delighted to be working in Australia with Futuretronics on this project. We shall be making further joint announcements as the range is extended"

Scott Mitchell of Futuretronics:

"Futuretronics are excited to once again be associated with Blaze Europe and look forward to bringing the Fitness First range of accessories to suit Wii to the Australian market. The Fitness First brand is widely recognised in Australia with over 90 clubs across the country, and we are excited to be able to offer a range of officially licensed accessories to enhance the Wii Fit experience."

Andy Mallinson, Marketing Director of Fitness First Australia:

"The group is on mission to make the world a fitter place so products which enhance our core business fit into this perfectly."

The first phase release of BLAZE Fitness First accessories includes:

Fitness First Silicon Skin

Made from durable and flexible soft silicon material, the silicon skin fits perfectly over your Wii Fit® balance board. The non-slip surface is great for providing better grip to enhance your workout comfort and performance.

Fitness First Wii Fit® Yoga Mat

Constructed of three soft and durable layers the Wii Fit® Yoga Mat reduces impact and lessens strain placed on muscles and joints.

The textured surface gives improved traction during those vigorous Wii Fit® sessions!

Fitness First Wrist/Ankle Weights

Giving added resistance to your Wii Fit® workouts, these high comfort Fitness First weights are designed to strap to your wrists or ankles enabling you to maximise your workout whilst adding a touch of style.

The much awaited Fitness First Range from BLAZE will be available in Australia soon from selected retail outlets with and RRP of \$24.99 for each of the accessories

For more information please visit: http://www.blazeeurope.com/wii/fitness-first-workout-kit-for-wii-fit/prod_103.html

Information about all BLAZE products can be found at www.blazeeurope.com



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About BLAZE Europe Ltd

Blaze Europe is a world leading developer and distributor of quality accessories and software for video game consoles, handheld media devices and PCs.

With over 20 years of experience in the sector, the research and development team continually create a product range that is designed to meet the needs of a fast changing business, in a fast changing market. This team has established BLAZE as an innovative and high quality brand.

www.blazeeurope.com

About Fitness First

Fitness First is the largest privately owned health club group in the world with over 550 Fitness First clubs worldwide reaching over 1.4 million members in 19 countries. In Australia there are 92 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 Futuretronics

Futuretronics is a major distributor of quality video game accessories in the Australian market. With almost 30 years experience in the industry, the team is committed to developing a quality range of products to suit all current gaming platforms.

Futuretronics are working with a number of key manufacturing partners to develop accessories that enhance the overall gaming experience.

www.futuretronics.com.au