



**MEDIA RELEASE
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**PERSONAL TRAINER FITNESS AT HOME COMING SOON
WITH FITNESS FIRST AND Wii**

A new product being launched by Fitness First and Black Bean Games on the Nintendo Wii™ in September this year will bring the expertise and motivation of real personal fitness trainers into homes, giving Australians the flexibility of a personalised fitness program at a time and place to suit their own schedule.

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

The **NewU Fitness First Personal Trainer** provides a range of 50 fitness goals, (25 for men, 25 for women) more than 80 exercises, over 150 healthy recipes and additional lifestyle tips to provide users with an easily accessible reference to help manage their health and fitness needs.

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

The **NewU Fitness First Personal Trainer** has been developed by Lightning Fish Games and will be distributed in Australia by All Interactive Entertainment.

Fitness First Australia's Marketing Director Andy Mallinson said the partnerships with Black Bean and local Distributor AIE were an important part of the company's goal to bring health and fitness to all Australians.

"Fitness First's mission is to make Australia a fitter place and this partnership with NewU Fitness First Personal Trainer is part of that commitment," said Mallinson.

"This product means we can share our industry-leading personal training expertise outside our clubs and allow people the flexibility of exercising when and where they wish.

“We know it can be hard to schedule in time for exercise in today’s busy lifestyles, so this is just one way in which we can help people compliment their club fitness program.”

The **NewU Fitness First Personal Trainer** will be available from September 2009, is Wii™ Balance Board compatible and can also be used with the Wii™ Remote.

For a sneak peek at how the **NewU Fitness First Personal Trainer** will look, visit www.newu.me .

Ends

For further media information or interviews with Fitness First Australia please contact:
Nicole Browne, Media Opps 02 9954 7677 or 0414 673 762

Editors Note:

Screen images and more information about NewU Fitness First Personal Trainer available in coming weeks – we’ll update you soon.

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 over 90 Fitness First clubs with more than 1800 personal trainers. Each week approximately 50,000 members take part in one-on-one personal training sessions each week, and over 80,000 members take part in Group Fitness classes.

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 Nintendo Wii, PlayStation 3, 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) and holds the exclusive distribution rights for games by System 3, 505 Games, Black Bean Games, and N3VRF41L throughout Australia and New Zealand. 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.