

For Immediate Release:  
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## Legend Fitness and Competitive Edge Sports Announce Strategic Partnership

ATLANTA (January 20, 2009)—Legend Fitness ([www.legendfitness.com](http://www.legendfitness.com)), an industry leading, East Tennessee based international fitness equipment manufacturer and Competitive Edge Sports ("CES") ([www.competitiveedgesports.com](http://www.competitiveedgesports.com)), a worldwide leader in elite level sports performance training with a history of training more than 1,000 professional athlete clients, today announced a strategic partnership.

The partnership is highlighted by a joint services agreement, which will offer Jr. High, High School, Collegiate and other amateur sports organizations the ability to license the "CES Campus" proprietary strength and/or speed training program, previously available only to professional athletes. The CES System has prepared more NFL talent than any other sports performance training system in the world today, with a client roster of more than 1,000 professional athletes in almost a dozen sports world-wide. Legend Fitness will be the exclusive provider of strength equipment products and services, which will enable license holders to make full use of the proprietary CES Sports Performance Training System as it is introduced to amateur athletic organizations throughout the world, starting 1<sup>st</sup> quarter, 2009. Legend Fitness will also be involved in various other joint-marketing initiatives with CES, including multi-media and online initiatives, which will promote and demonstrate Legend Fitness products.

"This is a partnership between the two leaders in the sports performance and athletic equipment market," said Kelly Smith, Legend Fitness Founder and President. "Competitive Edge Sport's development programs are widely recognized as the best in the world for preparing young athletes for the challenges of the professional ranks, and for taking seasoned pros and making them even better. This dovetails nicely with the passion that Legend Fitness has for building the best, American-made, fully featured strength equipment on the planet. Together we will deliver an incredible value to amateur athletic teams. This kind of packaging will offer high school and other amateur sports associations the speed and strength equipment previously reserved for pros only. There is a reason that more than 20% of all active NFL Players are CES Clients. It's about results. That's the bottom line with CES. Giving athletic programs the tools to excel is what Legend Fitness is all about. We could not be more excited about this relationship!"

CES Pro Co-Founder and Director of Strength Training, Robby Stewart also commented on the strategic Partnership. "In our business, we work daily with guys that are playing at the highest level of their professional sports. We literally have some monsters that train with us every day. From 6'6 inch, 360+ pound Defensive Tackles, to 7 Foot NBA Stars, the fitness equipment we utilize every day to keep our guys in top form must be able to stand up to the most rigorous of training conditions. Legend Fitness provides the perfect blend of strength, quality and value that will allow us to take our CES PRO System to the amateur market. Legend Fitness has everything we will ever need to continue producing unparalleled results at all levels of sports performance training."

For more information, please contact Todd Black at [todd@legendfitness.com](mailto:todd@legendfitness.com) or visit [www.competitiveedgesports.com](http://www.competitiveedgesports.com) or [www.legendfitness.com](http://www.legendfitness.com).