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FOR IMMEDIATE RELEASE:

Research Reveals a 20% Increase in Resting Metabolism.

Contour® Ab Belt system shown to increase a person's metabolic burn while getting the additional benefits of improved muscle strength

Minneapolis, MN, December 2011 – Wouldn't it be great if you could do your abdominal exercises while folding laundry, washing dishes or sitting on the couch? Now with just a push of a button, you'll know for sure that you're burning 20% more calories while getting a great abdominal workout with 150 perfect ab-strengthening contractions.

Recently, researchers at Exercising Nutritionally, LLC and Northern Illinois University conducted a highly controlled, peer reviewed study to determine if the [Contour® Ab Belt](#) could increase a person's energy expenditure while resting and getting an ab workout.

The results of this study verified that the Contour Ab Belt significantly increases a person's energy expenditure while being used. Use of the Contour Ab Belt increased metabolism or caloric burn by 20% in both men and women while using the Contour Ab Belt.

"We were looking at the Contour Ab Belt to see if there was a difference in the resting metabolic rates or the amount of calories burned while wearing the ab belt." said researcher, Amanda Salacinski Ph.D. "We were able to increase the metabolic rate or the amount of calories burned by 20% at rest. To my knowledge, there is no other exercise product out there that you can get those kinds of results. It was impressive. I had never worked with a product similar to this. It is absolutely what everybody is looking for. You'll be burning more calories while you're at rest by wearing the Contour belt and also strengthening your abdominal muscles at the same time."

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More than 1 million fitness enthusiasts in the US have turned to the Contour Ab Belt system to get stronger abs. The secret behind the Contour Ab Belt is electrical muscle stimulation (EMS) technology, a clinically-proven medical technology that targets and delivers stimulating impulses directly to your abs... automatically contracting, and flexing all your core muscles so you get a stronger midsection and great toned abs.

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About Contour Technology, LLC

Contour Technology, headquartered in Minneapolis, Minnesota is the leading name in the fast growing world of electronic muscle stimulation technology (EMS). The company specializes in the design, manufacture and marketing of EMS [abdominal exercise](#) products and other highly innovative EMS devices aimed at helping consumers tone muscles and workout more efficiently as well as offering solutions for muscular and back pain relief and muscle recovery. For more information and to review a copy of the study, go to: www.thecontour.com

About Exercising Nutritionally, LLC

Founded in 1984, Exercising Nutritionally, LLC, a private consultancy focused on the research and development of new technologies and methods relating to personal health. In 2010, the company incorporated and is focused on developing the business into a preventive health wellness research company. The firm continues to expand its influence and coordinates research projects with communities and companies across the United States, Italy, and New Zealand. Dr. Craig Broeder is the CEO of Exercising Nutritionally, LLC.

Amanda Salacinski, Ph.D.

Professor of Exercise Physiology, Northern Illinois University