

FOR IMMEDIATE RELEASE

MERRITHEW HEALTH & FITNESS™ LAUNCHES THE TOWER TRAINER™ FUNCTIONAL FITNESS MACHINE

Suitable for fitness facilities and home gyms, the Tower Trainer exercise machine is ideal for multiplanar and functional exercise.

Toronto – September 25, 2012 – Merrithew Health & Fitness™, creators of high-caliber, multi-disciplinary fitness brands, announces the debut of the **Tower Trainer™** functional fitness machine. This versatile machine can be used for Pilates, dance and traditional fitness training, facilitating hundreds of exercises, from simple to complex multiplanar movements.

“The Tower Trainer exercise machine is designed to provide maximum programming in a portable, folding unit with easy-roll wheels, making it perfect for home studios or facilities with limited space,” says Lindsay G. Merrithew, President and CEO, Merrithew Health & Fitness. “We’ve packed an amazing amount of innovation into this all-in-one exercise system and we know fitness professionals and enthusiasts are going to love it.”

The Tower Trainer is great for fitness clubs and trainers looking for versatile exercise equipment. In addition to strength training, suspension training and Pilates exercises, individuals can perform three-dimensional movements which provides them with enhanced mobility, fitness and improved performance.

Featuring a variety of straps and high-precision springs that can be attached to various locations on the frame, as well as a Push-thru Bar, a Roll-Down Bar and a Sliding Stability Bar, individuals can exercise while seated, standing or supported on the bar. The fully-integrated raised mat makes it ideal for all types of matwork and stretching exercises and the large surface area easily accommodates other accessories and equipment such as an **Arc Barrel** or **Reformer Box**.

“Most trainers and their clients are looking for variety in their workouts,” says Moira Merrithew, Executive Director of Education, Merrithew Health & Fitness. “The Tower Trainer all-in-one exercise system provides the best of many different fitness worlds. In one session, you can touch on all aspects of fitness training, including balance, coordination, core strength and flexibility without ever leaving the mat surface”

The Tower Trainer is available now! Orders received before October 31, 2012 will receive 10% off.
For more information, visit merrithew.com/tower-trainer or call 1-800-910-0001 x 264.

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Merrithew Health & Fitness™ is dedicated to building high-caliber, multi-disciplinary fitness brands for people of all ages, levels of fitness and abilities. For almost 25 years, Lindsay and Moira Merrithew have built their business on the philosophy that effective and responsible exercise is the foundation to a better lifestyle. STOTT PILATES®, MH&F’s premier Pilates brand, delivers high-caliber education with over 34,000 students trained from more than 118 countries. Their other high-end fitness brands include CORE™ Athletic Conditioning & Performance Training™ and ZEN•GA™, an innovative fusion of exercise science and mindful movement. For more information please visit merrithew.com