

FOR IMMEDIATE RELEASE

YOUR PILATES INSTRUCTOR'S #1 RESOURCE IS NOW YOURS! INTRODUCING 3 NEW WORKOUT DVDS FROM MERRITHEW HEALTH & FITNESS™

Get a Professional Quality Workout Right at Home!

Toronto – November 21, 2012 – For nearly 25 years, **Merrithew Health & Fitness™** (MH&F) and its premiere fitness brand STOTT PILATES®, have been the leading provider of high caliber Pilates equipment, education and media worldwide. Long recognized as The Professional's Choice™ by Pilates and fitness experts, the company creates and produces innovative fitness programming DVDs, appropriate for all ages and fitness levels. In addition to its leading brand, STOTT PILATES, MH&F recently launched the ZEN•GA™ and CORE™ Athletic Conditioning & Performance Training™ brands.

With the introduction of two new brands, MH&F is now offering new and exciting forms of mindful exercise to add to its Pilates offering. ZEN•GA focuses on core stability, stamina and resilience while attaining a state of presence. ZEN represents the search for inner discovery, while YOGA symbolizes the way to reach it. CORE enables both novice and high-level athletes to jumpstart their metabolism, optimize their athletic performance and transform regular training into high intensity, results-driven workouts.

On December 11, 2012 consumers can purchase 3 new DVDs, one from each of these brands, on merrithew.com. The titles include: "STOTT PILATES Pilates Towel Workout for Strength & Mobility," "CORE: Total Body Tone with Tubing – Upper Body and Core" and "ZEN•GA Flow with the Mini Stability Ball™." These workouts are ideal for home use because of their focused, detailed, professional-level instruction and are priced at \$14.95 each.

"**STOTT PILATES Pilates Towel Workout for Strength & Mobility**" is led by Moira Merrithew, Master Instructor Trainer and co-founder of Merrithew Health & Fitness. The workout uses MH&F's exclusive **Conditioning Towel** (sold separately), or you can use a towel from home, to create resistance, support the movements and mobilize the joints of the body. It's an energizing 35-minute routine for the total body that's ideal for beginner-level exercisers. The workout can be done anywhere and is perfect for taking on the road for business travel or vacations.

"**CORE: Total Body Tone with Tubing – Upper Body and Core**" works to strengthen the core and muscles of the shoulders, arms, upper back and chest with use of a **Flex-Band® with Handles** (sold separately). Led by Master Instructor Trainer John Garey, the DVD includes a 24-minute upper body workout and a 12-minute core program. Having a strong upper body and core are common and desired conditioning goals. The workout is ideal for intermediate to advanced-level exercisers.

"**ZEN•GA Flow with the Mini Stability Ball**" is led by Lead Instructor Trainer Kim Kraushar. It uses a **Mini Stability Ball** (sold separately). The unstable nature of the ball forces the exerciser to activate their core throughout the workout. This beginner to intermediate 51-minute flowing workout sculpts the entire body. It adds a new dynamic to one's fitness routine, promoting the Mindful Movement that defines this fusion line.

These diverse workouts offer an exciting range of new programming, all within the scope of mindful exercise. "Our DVD library has over 155 titles for both the professional and the consumer markets. Our goal is to share the benefits of these workouts with as many people as possible and give them the convenience of working out when and where they choose, with as much variety as possible," explains Lindsay Merrithew, Executive Producer and President and CEO.

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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. Follow them on Twitter [@STOTT_PILATES](https://twitter.com/STOTT_PILATES)

NOTE: Samples, artwork and interviews available upon request. We have a lending library of mini stability balls and Flex-Bands for those wishing to try them with the DVDs. Please contact Melissa McNeese, Melissa-fitpr@verizon.net, to arrange.