



News Release

For Immediate Release

SmartCells Personal Training Products Featured at IDEA World Fitness Expo

SmartCells PT: I feel good.

Chehalis, Wash., -- August 2014—

SATECH, Inc. is pleased to announce that its recently launched line of SmartCells Personal Training mats, insoles and flooring will be featured at the 2014 IDEA World Fitness & Nutrition Expo.

The Idea World Fitness & Nutrition Expo which is scheduled to take place in Anaheim, CA on August 13-17 may be the largest gathering of fitness and wellness professionals in the world.

During the Expo, attendees will have the opportunity to meet and network with fitness industry professionals, view live demonstrations of featured products and purchase new fitness products and apparel.

“With the ability to significantly reduce the impact force on joints, SmartCells PT products are perfect for those who enjoy physical activities such as running, walking and plyometric exercises or for those who are injured and desire to speed rehabilitation,” said Bryce Betteridge, president of SATECH, Inc.

Active lifestyles and life choices can add painful and limiting wear and tear on our bodies. Stress / impact forces on our joints and tissue contribute to a whole range of degenerative and debilitating conditions like Osteoarthritis (OA), which commonly affects the knee joint which is now the most common cause of disability in the United States.

The unique dual-stiffness SmartCells cushioning technology can reduce impact stress on joints by up to 90%* while at the same time providing a safe, stable surface for workouts. *(1" thick using ATSM F355 – 10a)

SmartCells Personal Training products utilize the same technology that has long been trusted by major companies as an anti-fatigue solution for their standing workers and, in senior living settings, as a solution to keep senior citizens safe from fall-related injuries.

Available in three different colors (Black, Light Brown, and Grey) as well as three different sizes (36"X60", 52"X60", 52"X88"), the remarkable SmartCells Personal Training mats are low profile (1/2") and have molded-in beveled edges. For custom applications, SATECH offers custom-sized mats as well as a wall-to-wall flooring option that is perfect for in-home gyms, and aerobics flooring.

To unload impact stress on-the-go, the all-new line of SmartCells Personal Training Insoles easily slips into most shoes: a Standard flat style, for use with or without orthotics, as well as an Active Orthotic style that offers arch and heel support, personalized for size and designed for impact-related activities.

Through SATECH, Inc.'s website consumers can choose SmartCells products, watch informative videos about SmartCells Cushioning Technology, read customer testimonials, and calculate impact stress-reduction on their joints.

SATECH Inc. is a technology company that specializes in the development and marketing of SmartCells cushioning solutions that enhance performance, reduce fatigue and help prevent fall-related injuries. SmartCells mats and flooring have broad application in the industrial workplace, healthcare markets, and everyday consumer households. For more information, please call (360) 748-8711, visit www.smartcellsusa.com , or view the following video: <http://www.smartcellsusa.com/about/videos/> .

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