

Stars, Strategy and Staying Slim: Fitness Company Uses Smart Marketing To Find Ultra Success

By Stephanie Tsolfias

Finding a fitness program to fit your lifestyle isn't always easy. In a marketplace inundated with thousands of workout products, one company stands out for breaking through the nonsense. UltraFlex® LLC's team brought together the minds of marketing giants, corporate executives and star power to create one of the nation's most talked about fitness programs.

What they came up with is a revolutionary piece of equipment called UltraFlex®. The stand-alone workout system, named Ms. Fitness Magazine's product of the year, uses aerospace technology to redesign home workouts.

Once executives realized their product had the power to take flight in the fitness world, they combined smart marketing with a strategic business plan to attach notable, recognizable celebrity to the UltraFlex® system. They launched a worldwide search for the one person who could help catapult UltraFlex®.

The company headed straight for Hollywood. Executives worked overtime to find the single celebrity who would guarantee to captivate audiences worldwide. Known as the ultimate Hollywood hot body and dazzling audiences on the hottest dance floor on television, Mario Lopez signed on to endorse the UltraFlex® Fitness system. Lopez is known for his captivating performances on DANCING WITH THE STARS and can be seen every weeknight co-hosting EXTRA the nation's most watched TV entertainment

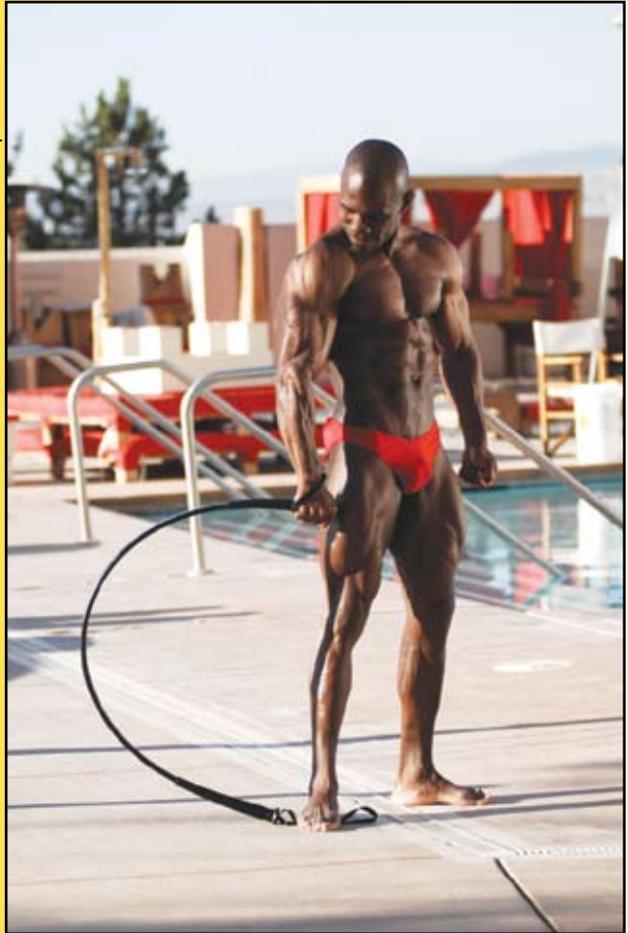
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2007 Ms. Fitness USA Cara Kokenes Sampson & Ron Pierre



2010 UltraFlex Ms. Fitness USA finalist Dena Weiner



2008 Neutron Natural Pro Bodybuilding Champion Ron Pierre

program. This new exposure for UltraFlex® launched the system into the worldwide spotlight.

Once the company attached a celebrity spokesperson to the product, UltraFlex® executives were quick to capitalize on the new alliance. They created and produced the UltraFlex® infomercial (www.ultraflexfitness.com), starring Mario Lopez that now airs in 43 countries and is expected to reach 80 countries by year end 2010.

“What I really like about UltraFlex® is that it focuses on the entire body on your time schedule,” says Lopez, who uses the UltraFlex® everyday.

UltraFlex® executives built a strategic alliance with the most notable fitness competition in the world. They recently signed an Agreement to be the Title Sponsor for the 2010 and 2011 Ms. Fitness Competitions. Both programs will be broadcast nationally on Fox Sports, MSG and Comcast. UltraFlex® received its highest recognition when celebrity athletes and titleholders selected “the single most versatile exercise tool in the world” and company executives say the response is astounding.

UltraFlex®, Richard Allen Jr., Vice President of Marketing, stands behind their innovative marketing strategies and a solid

product stating, “a workout routine needs to be 100 percent effective and time efficient. And for many of us, finding time to workout can be a challenge. People will do anything to be fit, young and beautiful, as long as it takes minimal effort and provides dramatic results.”

UltraFlex® is a revolutionary new concept in exercise. Developers paired aerospace and resistance technology to create unique form of workout training. The bar shaped- or rod like- piece of equipment can be stored almost everywhere. Forget the weights, pulleys, rods or parts you simply can’t put together. Lopez says, “With just eight and easy UltraFlex® moves, you can get the body you want in the time you got.”

The UltraFlex® combines convenience with groundbreaking technology called Target Perfect Resistance (TPR). “It’s a training technique that isolates muscles and muscle groups for your maximum workout benefit,” says Allen. The breakthrough allows anyone to get a full body workout while watching your favorite TV show at home. “Why struggle through long, tedious workouts when TRP technology allows you to isolate muscles and muscle groups for maximum workout benefits,” says Allen.

Staying fit on your time and your budget is appealing. That's why the UltraFlex® appeals to such a broad range of fitness gurus. You can strengthen and sculpt your arms, tighten and trim abs and stomach and reshape hips and thighs in the comfort of your own home. For many fitness enthusiasts, it's that simple approach to staying fit that keeps them coming back.

The UltraFlex® comes in two sizes and strengths, catering to women and men. For women the UltraFlex® is shorter and lighter. It allows for more repetitions of the exercise so you can slim down instead of bulk up. And it can all be done without a trainer sitting by your side. The instructional DVD helps guide you through specific workouts targeting every major muscle group in your body.

UltraFlex® executives believe they have delivered a slice of genius for a wide range of fitness consumers. Research shows the UltraFlex® is gaining worldwide recognition as a superior fitness product because its consumers see results. With more than 150 exercises, you can get toned, fit and slim without ever joining a gym, again.

Many of the workouts are low impact, easy and fun to execute. Most of UltraFlex®'s exercises are done while sitting down by using two fluid movements. Once you get a hang of the UltraFlex® system, you can begin your mornings or finish your day with a soothing, effective workout on your own.

And it's this success in the fitness market that's propelling the possibility of expanding the UltraFlex brand. With smart marketing and a solid product, executives say UltraFlex is just the beginning of this simple revolutionary fitness system.

"UltraFlex's management is committed to continue to search for, identify and evaluate other possible marketable unique products," says UltraFlex® Vice President of Marketing, Richard Allen, Jr. "For more information about the company visit: www.myultraflex.com



LAT PULL DOWN EXERCISE

- Targets Upper Back, Shoulder, Front of Arm

- With one hand inside the UltraFlex® safety strap, place your arm on your upper thigh while in a seated position
- Then, take your other hand and lift it above your head as the UltraFlex® bends away from you
- Breathe in and slowly, as you exhale, pull the end of the UltraFlex® to your chest
- Inhale as you return the UltraFlex® to start position
- Repeat the movement and switch arm positions

AB CRUNCH EXERCISE

- Targets Abdominal

- Sit down and place one end of the UltraFlex® on chair between your legs.
- Secure strap under one foot.
- Grasp the UltraFlex® with both hands bring to chest
- Lean back slightly then take a breath. As you exhale, bend forward in a crunching motion.
- For a more advanced workout, you may add a twist motion to intensify exercise



PEC FLY EXERCISE

- Targets Chest, Shoulder

- Put both of your hands through the safety straps and grasp the ends of the UltraFlex®
- Place the UltraFlex® behind your head with your palms facing forward
- Breathe in and exhale while keeping your hands and elbows in a straight line. Then, slowly bring them to the front of your face (as shown in the picture)
- Inhale and return to the start position



LEG EXTENSION EXERCISE

- Targets Upper Leg, Front of Thigh

- Put one leg through the safety strap; grasp the other end with your hand
- Make sure your palms are facing down and your knees are bent at a 90-degree angle
- The UltraFlex® Strap should rest behind the ankle above your shoe to begin
- Exhale as you straighten your leg, lifting it slightly from the ground
- Continue the exercise by switching the ankle strap to the other leg and repeat the movements



INNER THIGH EXERCISE

- While seated, bend legs at a 90-degree angle
- Put both hands through strap, grasp ends using the handshake grip.
- Place both ends of the UltraFlex® in the inside of your legs, just above your knees. Feet need to be shoulder width apart and legs spread as far as apart as possible.



To learn more about ordering the UltraFlex® Fitness system for your home, the founders of the breakthrough fitness machine or to view Mario Lopez's UltraFlex® infomercial go to www.myUltraFlex.com