

Contact:

A. Cory Maloy
(801) 994-9625
cory@snappconner.com

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NEW JYZE EXERCISER BURNS THREE TIMES MORE CALORIES WHILE WALKING

New Way to Walk Engages Upper-Body Muscles; Provides Benefits of Full Aerobic Workouts

PROVO, Utah, Jan. 5, 2009—Jyze, a new exercise device developed by JyzeFit, helps people burn as much as three times more calories as they walk with the same effort and in the same timeframe. www.windupfit.com

By grasping the adjustable handles and pulling to keep the Jyze disk spinning, people can experience different levels of resistance benefiting upper-body muscles. When added to existing walking-type exercises (treadmill, cycles, walking, etc.) people experience:

- An increased calorie burn. JyzeFit studies show people can burn three times more calories.
- An increased walking heart rate. Jyze can bring a walking heart rate (80-110 beats per minute [BPM]) to an aerobic heart rate (117-153 BPM) for an average 40 year old.
- A more toned upper-body and core from walking. During a 6-week JyzeFit field trial, 17 women lost at least one inch around their upper arms.
- Improved posture and back and shoulder strength.
- Less fatigue at the end of the day. People wind up fit.

“Though the simple act of walking boosts heart health and helps you live longer, many do not consider it to provide a total body workout,” said Brett Walker, JyzeFit Founder and CEO. “Adding Jyze to walking exercise increases its benefits by burning more calories, increasing heart rates, and increasing aerobic fitness without more effort or more time.”

The patented Jyze exerciser weighs only 12 ounces and is configurable to a variety of different people and workout styles. It comes with changeable workout bands to adjust resistance from 0 to more than 30 pounds. The handle design allows people to quickly lengthen or shorten the rope to fit the range of motion of different body types and sizes.

Field-tested for more than 12 months, Jyze is durable, safe and effective. It can be used at home, in the gym, and with a partner. Walking and aerobic groups find Jyze a fun addition to their workouts. It enhances the fitness routines of beginner, intermediate, and advanced exercisers.

Jyze has been evaluated and used by certified fitness trainers.

“People today are hunched over a lot—driving, at work on a computer, and even sometimes in their current workouts,” said Trevor Sanders, NASM CPT. “Jyze gets people upright and strengthens the shoulders and back, improves posture, and relieves tension. I’ve added Jyze to workouts that previously only utilized the lower-body. We can now tone the upper-body and burn more calories in a low impact total workout.”

Due to its simple design and ease-of-use, Jyze is good for young and old alike—helping them burn extra calories. Jyze’s lightweight design also permits workouts while traveling. It packs into a space smaller than a pair of running shoes.

Jyze is available immediately for an introductory price of \$29.95 directly at <http://www.jyzeFit.com/store.html>.

About JyzeFit

JyzeFit, of Provo, Utah, is a private company that develops exercise products to enhance fat-burning and fitness results for any level of workout and for any fitness lifestyle from beginner to expert. Jyze adds full fat-burning aerobic conditioning to walking-type workouts by giving participants a safe, convenient and fun way to burn more calories during their workout time. www.windupfit.com

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Note to Editors: Images and videos of Jyze in action are available at: <http://www.jyzeFit.com/about.html>.