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American Council on Exercise (ACE) Study Shows that 1-2-3 Fit Workout Burns Over 450 Calories in 30 Minutes

Results Show Unique, Circuit Training Workout Has Excellent Calorie-Burning Potential

March 22, 2007, (DENVER, CO) – The American Council on Exercise (ACE), which is the premiere fitness certification, education and training organization worldwide, released study results today which show that 1-2-3 Fit, a revolutionary fitness center franchise, provides a most effective 30-minute workout. The study found that the high-intensity 1-2-3 Fit circuit training workout proves to be as or more effective than other methods of exercise such as playing sports, jogging or lifting weights for 30 minutes, making it an easy, safe and efficient way for individuals to improve fitness levels.

The study, which was conducted at Swedish Medical Center and in conjunction with the Seattle University Human Performance Lab, was created to help educate the public about the benefits of efficient and effective workouts, which can help to lower body weight, decrease risk of diseases, and increase energy. Since the 1-2-3 Fit workout combines cardio, strength and resistance training in just 30 minutes, it allows for higher energy expenditure thus burning more calories.

"The 1-2-3 Fit circuit training program addresses the top reason that individuals do not maintain active lifestyles---a perceived lack of time," said Dr. Cedric X. Bryant, chief science officer for the American Council on Exercise. "By blending aerobic and strength training, the program meets the recommended minimum threshold for physical activity to enhance the overall health and wellness of individuals. In addition, the workout offers a wide workout intensity range, which appeals to both men and women, and the group environment provides motivation for individuals and enhances program adherence."

The study evaluated 1-2-3 Fit's Symbio System™ equipment, which is a proprietary and revolutionary type of fitness apparatus, and the 30/30 Circuit™ training program which was developed exclusively for 1-2-3 Fit. During the study, data was collected from a highly diverse population over six months. Test subjects ranged from 18 to 62-years-old and physical activity levels varied from completely inactive to highly active. Testing such a wide range of individuals ensured researchers that the 1-2-3 Fit circuit training program was effective for all body types, both athletes and non-athletes.

"With new workout crazes coming out every week the fitness industry is fortunate to have the independent American Council on Exercise looking out for the wellbeing and safety of consumers," said Brooksy Smith, CEO of the Denver-based 1-2-3 Fit. "We are very proud to have been recognized by ACE; the 1-2-3 Fit mission has always been to provide an effective and safe workout in a comfortable, non-intimidating environment, now we have the proof."

For information about the American Council on Exercise, 1-2-3 Fit programs and franchise opportunities, or the University of Seattle Center for the Study of Sport and Exercise and the Human Performance Lab, please visit the following websites:

- <http://www.acefitness.org/>
- <http://www.123fit.com/>
- www.seattleu.edu/artsci/css

About ACE

The American Council on Exercise (ACE), America's Authority on Fitness, is a non-profit organization dedicated to promoting the benefits of physical activity and protecting consumers against unsafe and ineffective fitness products and instruction. As the nation's "workout watchdog," ACE sponsors university-based exercise science research and

testing that targets fitness products and trends. ACE sets standards for fitness professionals and is the world's largest non-profit fitness certifying organization. For more information on ACE and its programs, call (888) 825-3636 or log onto the ACE Web site <http://www.acefitness.org/>.

About 1-2-3 Fit

1-2-3 Fit is working to become the leader in neighborhood fitness centers by offering a unique 30-minute personalized workout using revolutionary Simbio equipment in convenient locations, along with a supportive staff. The company currently operates 37 locations across the country. For more information on your local 1-2-3 Fit, visit <http://www.123fit.com/>. For more information about becoming an Area Director or a Franchise Owner, please call 1-888-Out-in-30 (688-4630).

About Seattle University

Seattle University, founded in 1891, is a Jesuit Catholic university located on 48 acres on Seattle's Capitol Hill. More than 7,000 students are enrolled in undergraduate and graduate programs within eight schools. U.S. News and World Report's "Best Colleges 2007" ranks Seattle University among the top 10 schools in the West that offer a full range of masters and undergraduate programs. For additional information about the Center for the Study of Sport and Exercise and the Human Performance Lab, please visit www.seattleu.edu/artsci/css

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