



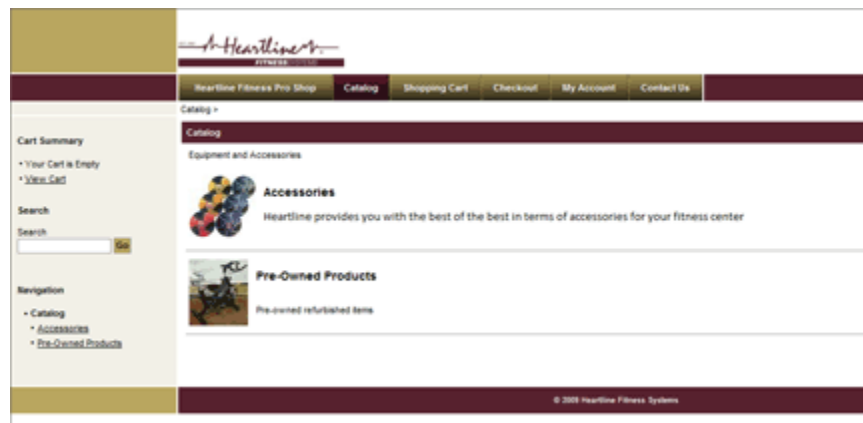
PRESS RELEASE:

Heartline® Fitness Systems Launches New E-Commerce Site

Gaithersburg, Maryland USA — Bob Burgess, President and CEO of Heartline Fitness Systems announces the release of the Heartline Fitness webstore.

“Many of our customers consider us their sole source for fitness center needs. The webstore allows customers to view our offerings and place orders at their convenience,” highlights Mr. Burgess, “something many people prefer to do.”

“We didn’t want the fact that we are a mid-size company to hold us back from competing in the fitness market with larger manufacturers,” says Erin Marr, Marketing Director. “Heartline has always catered to the needs of our customers and this is just one more way we can do that.”



The webstore features an entire section dedicated to pre-owned, refurbished cardio and strength training equipment for sale. In addition, many everyday items such as cleaning supplies, medicine balls, jump

ropes, reading racks for cardio equipment, and dumbbells are available.

Be sure to check out the new site at:

<http://shopping.netsuite.com/heartlinefitness> or www.heartlinefitness.com

and click on the Fitness Pro Shop link.

Later this Spring, Heartline will also announce its new and improved corporate website that was created to serve as a community platform to assist our existing and new clients with key decision-making information to help them manage their businesses more effectively.

As Always, thanks for thinking of Heartline!

Contact:

Erin L. Marr, *Director of Marketing*

Heartline Fitness Systems

800-262-3348

<http://www.heartlinefitness.com>

Heartline Fitness Systems • 19209 Orbit Drive • Gaithersburg, MD 20879