



Heartline Fitness Systems Launches New Corporate Website

For Immediate Release

Gaithersburg, MD, August 4, 2009 -- Heartline Fitness Systems announces the launch its new corporate website www.heartlinefitness.com with a dynamic new look. The new site provides on-line visitors with dramatic improvements in navigation, ease of use, uniformity, appearance, and fitness information.

Eye-catching images and intuitive navigation allows users to find products and services, browse images of new installations, watch videos on new products and preventive maintenance, learn more about the people behind the name, sign up for our monthly electronic newsletter and much more.

“Our goal is that the new corporate website will not only serve as a means of viewing and purchasing fitness supplies and equipment, but also as a community portal. We’re now able to help clients manage their fitness amenities more effectively by providing them more comprehensive and organized information. We have compiled fitness articles and newsletters, industry press releases, government money and grant news, athletic training videos and how-to articles concerning new products, and fitness center maintenance and nutrition,” explains Bob Burgess, Heartline’s President and CEO.

Enhancements to Heartline’s website include:

- Improved Navigation - Web pages work in intuitive and consistent ways, making it easier for visitors to find what they are looking for and know where they are within the website.
- Improved Look and Feel - Enhanced graphics and the new page layouts provide visitors with a more improved user interface.
- New Features – Submit a service or maintenance request online with immediate confirmation response.

As Heartline continues its geographic expansion in the northeast and southeast regions of the U.S., “Our aim is to not only provide the best products and customer service, but to become our customer’s number one resource for fitness industry information and education,” says Bob Burgess.

Since 1983, Heartline’s promise has been to design, distribute and service the highest quality strength training and cardiovascular systems available. Through Heartline’s dealer and direct sales network, our products are sold internationally in Europe, South America, the United States and Canada. Our clients include such high profile organizations as: Kettler, New Jersey Devils, Marriott Hotels, Archstone-Smith Residential, Lincoln Properties, Fairfax County Public School System, and The United States Supreme Court.

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