



Gaithersburg, MD – October 1, 2009 Heartline Fitness Systems teams up with SCIFIT to offer customers additional fitness equipment options at a variety of price points.

“The addition of SCIFIT provides us the opportunity to balance our current partnership lineup. SCIFIT rounds out the great selection of what we offer to our customers. Since SCIFIT concentrates on the medical and therapeutic communities, this product line not only gives us the ability to meet a wider spectrum of clients, but allows us to serve a growing segment of our industry,” says Jeff Shipman, Heartline’s Northeast sales manager.

SCIFIT, headquartered in Tulsa, Oklahoma, was created in 1995 by Sinties™, an organization dedicated primarily to the medical/rehabilitation market. In addition to an impressive strength and cardiovascular product line, SCIFIT is the developer of the Fit-Key™ which is a “patented wireless communication system for exercise program prescription and documentation” used primarily in the wellness, rehabilitation and education fields.

“Heartline has been working informally with SCIFIT since 1996, but with Heartline’s growth plan pegged for the southeast in the future, it’s critical for us to have a cardio partner to proceed, says Bob Burgess, Heartline’s president. As a result, SCIFIT and Heartline agreed to a dealer partnership last week.

As Heartline Fitness continues to fine-tune its new corporate website, the SCIFIT line will be added to the products section <http://www.heartlinefitness.com/products.html> during the month of October.

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: New Orleans Saints, New Jersey Devils, Marriott Hotels, Lincoln Properties, The JBG Companies, Fairfax County Public School System, and The United States Supreme Court.

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