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XerTech to showcase its XerGame products in the US Open Tennis Championships

31. August 2009 09:53

XerTech Inc. (OTCBB: XTCH), a leading manufacturer, seller, and distributor of cutting-edge, interactive fitness systems, today announced that it will showcase its XerGame products at the US Open Tennis Championships, starting today, August 31, and running through the end of the event on September 13, 2009.

The interactive 'SmashZone' area at the US Open will showcase a series of engaging XerGame products, located in the Indoor Training Center of the USTA Billie Jean King National Tennis Center in New York City. XerTech will provide fun and fitness for attendees of all ages using several products from its highly interactive fitness and sports training lines, including: the Sportwall XerPro™, the Sportwall XerTrainer™ and the XerDance® multi-player dance game system.

"We are thrilled to have an exclusive area to showcase our products at the US Open and provide 'fun and fit' activities for people of all ages," said Cathi Lamberti, XerTech's Chief Executive Officer. "As one of the largest sporting events of the year, the US Open will provide an enormous amount of foot-traffic to showcase our engaging and highly-interactive fitness and sports training products to the masses. We believe that the level of exposure the US Open brings to XerGames, and by extension to XerTech, will be phenomenal."

The US Open is consistently the highest-attended annual sporting event in the world, with record crowds anticipated in 2009. The 2008 US Open drew more than 720,000 fans. More than 70 million viewers watched the 2008 US Open on CBS Sports and USA Network, and international broadcasts reached 185 countries. The 2009 US Open will be held Monday, August 31 through Sunday, September 13, 2009.

XerTech is committed to creating fun, entertainment-based interactive fitness programs, sports training programs and equipment that place specific emphasis on developing the neurological pathways in the brain. The programs and equipment offered by XerTech cover a diversity of applications, ranging from combating **obesity** in youth, adults and seniors to conditioning high performance athletes, from medical wellness to education for PE, adapted PE and special education.

Over the years, XerTech's R&D initiatives have resulted in cutting-edge programs and equipment sold to the commercial fitness industry and educational institutions (there are over 1,500 installations worldwide). XerTech's programs and equipment have pioneered a new paradigm in training and fitness that joins computer game technology with conventional exercise programs, appropriate for the multi-billion dollar healthcare and rehabilitation, fitness, athletic performance, computer game, and family entertainment markets.

<http://www.xergames.com/>