

The World's Greatest Cable Handles

How do you keep things exciting at your facility, maintain and boost memberships and increase personal training revenue, all without spending a lot?

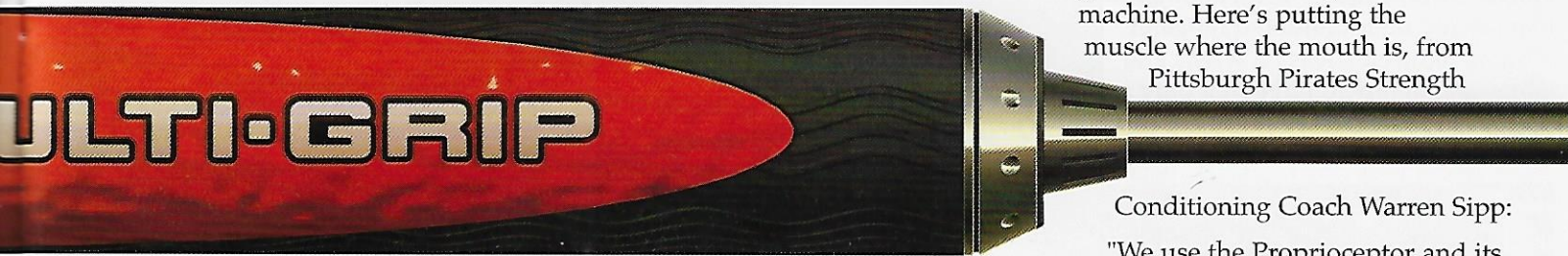
One insightful company's simple answer to this very complex question:

Multiply the usefulness of your current machines and provide a tailored opportunity for Personal Trainers to increase both customer relations and the center's bottom line. The company, Multi-Grip, LLC, has developed proprietary cable handles that actually allow the user to safely and effectively train all parts of a muscle group with a single pair of ergonomically designed grips that fit on every cable machine.

See Why Everyone's Talking About the Multi-Grip at The 21st Annual National Fitness Trade Show!

From medical application to fitness breakthrough.

Born from rehabilitation and physical therapy settings, where precision is critical in protecting recovering muscles, Multi-Grip Handles have the unique ability to focus workout attention, delivering amazing results in strength and definition. It could be the most revolutionary fitness advance in 10 years.



Lee Guthrie, a 30-year veteran of the fitness industry, was so impressed with the Handles, he felt compelled to join the company as Director of Sales and Marketing.

"Multi-Grip Handles bring tremendous application and innovation to the fitness industry. They are simple, affordable and easy to integrate into a facility. They can add value to virtually every fitness facility, college and university, high school, sports team and physical therapy center."

Handles are handles. Aren't they?

The key seems to be simplicity. Handles are something we rarely think about, yet they are the only part of any fitness equipment that the customer really touches. Multi-

Grip's product is durable, inexpensive and maximizes workout efficiency and safety. That's a huge benefit for customers trying to get the most results in the shortest amount of time.

And whether customers are professional bodybuilders, recreational athletes or rehabilitating patients, the

Handles again fit the bill. They improve symmetry and size for serious bodybuilders, and also allow comfortable, manageable workouts for recreational fitness fans, customers with chronic injuries, senior citizens (fastest growing gym population), and women.

"The Multi-Grip Handles and the Proprioceptor Multi-Grip cable pulley system have proven to be the most practical, efficient rehabilitation

equipment in our clinic."

-Richard L. Smith, PT, MS, OCS, President of the Montana Physical Therapy Association

Build revenue while your clients build muscle.

To maximize club revenue, Multi-Grip's marketing package includes a counter card offering a free 15-minute introductory session with a Trainer and the Handles. During this 15-minute session, the Trainer will be able to demonstrate the Multi-Grip Handles and offer a 5 -

10 session training package, teaching the client the circuit training/superset program for faster and more effective results. This program is detailed on the company's video, which, along with a hefty training manual and wall chart, completes the Package.

-Lee Guthrie

"Once they see the added effectiveness of the Handles, it's very easy to sign them up for a training package or extend their current schedule to include the Multi-Grip circuit training program."

-John Pena, Certified Personal Trainer

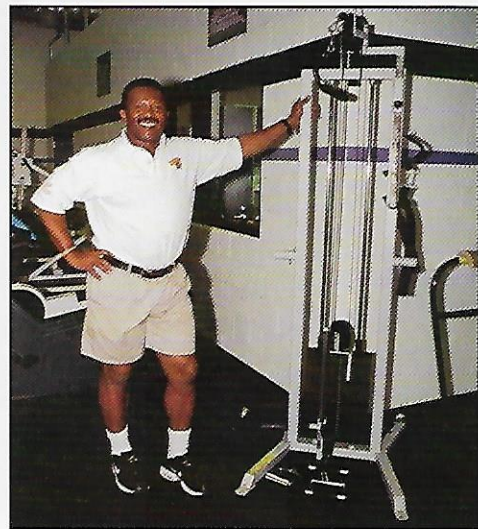
Becoming standard issue in pro team gyms.

The company's program is evidently catching on like wildfire. Major sports franchises are using the Handles in their own gyms. The Oakland Raiders, Pittsburgh Pirates, New York Knicks, etc., all drafted the Handles because of their unique ability to replicate sports-specific movements and train very targeted areas unlike any other handle or machine. Here's putting the muscle where the mouth is, from Pittsburgh Pirates Strength

Conditioning Coach Warren Sipp:

"We use the Proprioceptor and its Multi-Grip Handles year-round for rehabbing and getting our players back in the line up as soon as possible. It adjusts readily to players of different heights and needs in seconds."

-Warren D. Sipp, Ph.D. Strength & Conditioning Coach, Pittsburgh Pirates

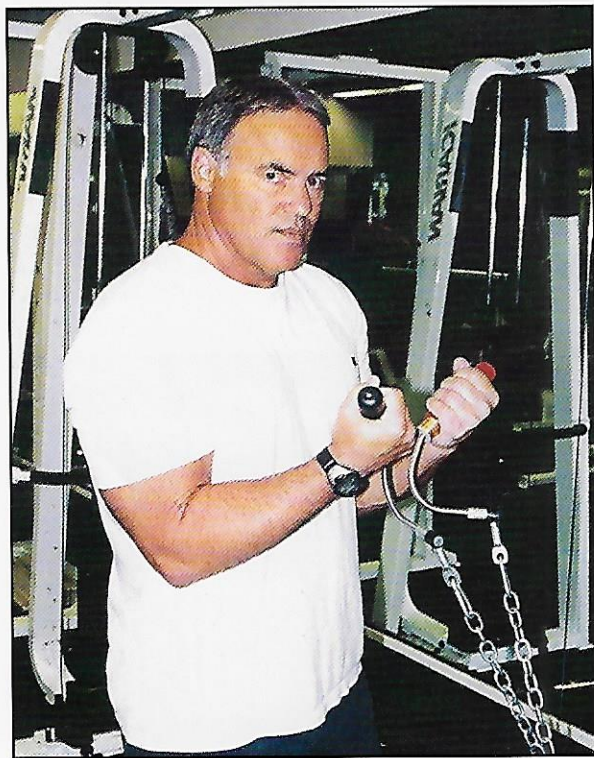


"It was one of the few pieces from Three Rivers Stadium that I brought into our new weight room - the players demanded it."

-Warren D. Sipp, Ph.D. Strength & Conditioning Coach, Pittsburgh Pirates

**Power and precision.
The smart workout.**

We shouldn't be surprised. Like many products that have eventually trickled down to the consumer level, Multi-Grip Handles were designed for an industrial fitness application. Jim Davis, a natural bodybuilding enthusiast and chronic arthritis sufferer, invented the handles for physical therapy and injury rehabilitation. There simply wasn't another tool that offered their unlimited range of motion, reduced stress on wrists and joints, and ability to target not only a specific muscle, but specific parts of a muscle.



"The Multi-Grip Handles are one of the best inventions in weight training I have ever seen."

*- Jay Zemliak, B.S., C.S.C.S.,
Head Strength and Conditioning Coach,
Pepperdine University*

"The Multi-Grip Handles take the stress off the hand and the wrist, and focus on the muscle(s) you are targeting much more effectively than traditional handles or rope devices."

- Jay Zemliak, B.S., C.S.C.S., Head Strength & Conditioning Coach, Pepperdine University

"Most of the patients we see are complex spine referrals from Neurosurgeons & Orthopedic medical doctors. The Handles are a comfortable & effective

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*-Richard L. Smith, PT, MS, OCS,
President of the Montana Physical Therapy Association*

means of achieving peak contraction with slight to no pain involved."

- Jay Manda L.M.T.

How they work.

So how exactly do Multi-Grip Handles multiply a machine's usefulness (and therefore your profit)? What's the meat behind the muscle and the money?

The answer lies in the handles' bi-directional curves and two 360-degree rotations of the handle at different locations. The Handles can be used in four different positions, each position focusing on a different part of the muscle group being trained.

"The Multi-Grip Handles allow functional patterns of motion with isotonic resistance. The movement is rhythmic and smooth. We use the Multi-Grip Handles for our core training."

-Russ Romano, USC Athletic Department

"The Athletic Training staff at UCLA has been using the Multi-Grip Handles for years in the rehabilitation of our injured student-athletes. We have found the ability to perform multiplaner movements smoothly and efficiently, indispensable in our setting."

-Geoff Schaadt, MS, ATC, Head Certified Athletic Trainer, UCLA Department of Intercollegiate Athletics

One size fits all. Really.

From tricep pushdowns, to close-grip pulldowns, to seated rows, bicep curls and cross over cable work, Multi-Grip Handles can be used in place of any existing cable handle to do any exercise on a cable machine.

The Handles truly are an example of "one size fits all." Because the Handles' design allows an unlimited range of motion, they adapt to the body type and size of any user, creating the perfect workout for every body. Multi-Grip Handles add interest and variety to members' or clients' workouts, and make their workouts

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-Lee Guthrie

more effective and efficient than ever before.

**Personal training profits.
Power personnel.**

Every fitness center owner knows that personal training sessions are one of the largest revenue generators in the house. So Multi-Grip has designed a push-pull marketing program where the Handles are sold and implemented in the fitness club through the Personal Trainer.

"The Multi-Grip Handles have been an excellent tool in gaining new clients and expanding existing clients' workouts."

- John Pena

Multi-Grip also provides regional seminars to train Personal Trainers or fitness club staff through the Multi-Grip Master Trainer Program, Bill Pearl and Kevin Steele, Ph.D. Both joined the company's advisory board, Steele as Chairman, after discovering this revolutionary development.

"We've rolled the success of the Multi-Grip Handles into Multi-Grip LLC, a multi-product company."

-Jaeson Cayne

"The unique design of the Multi-Grip Handles provides the user with correct biomechanics; which essentially eliminates the structural stress typically found in other types of handles."

-Kevin Steele, Ph.D.

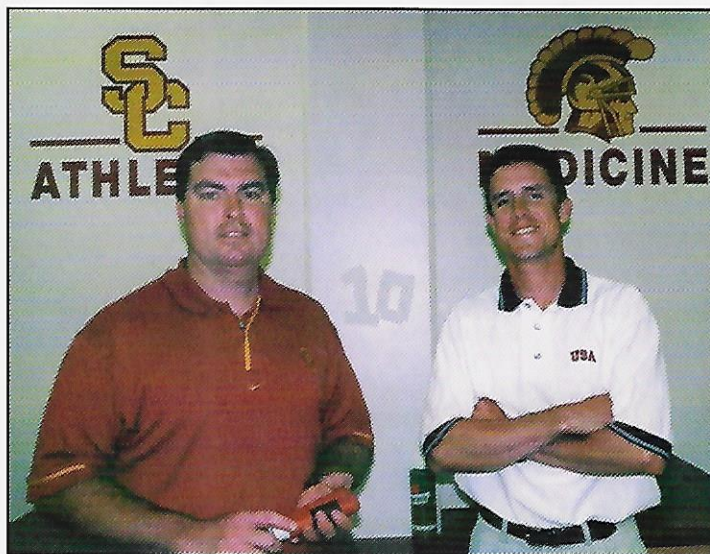
Give 'em a hand. Or two.

From what we've seen, Multi-Grip definitely has something on their hands. After all, every cable machine uses handles, and they might very well be the most overlooked piece of equipment in the gym. Multi-Grip's Handles are sturdy, comfortable, attractive and fulfill the company's promise. Will they become standard issue on all cable machines? A lot of the big guns are saying yes. But one thing is clear: They do offer something every owner's looking for: An advantage. You can add to your gym's

"The rotation component of the handles is unique in that a de-conditioned individual can use a full range of motion with slight pain involved."

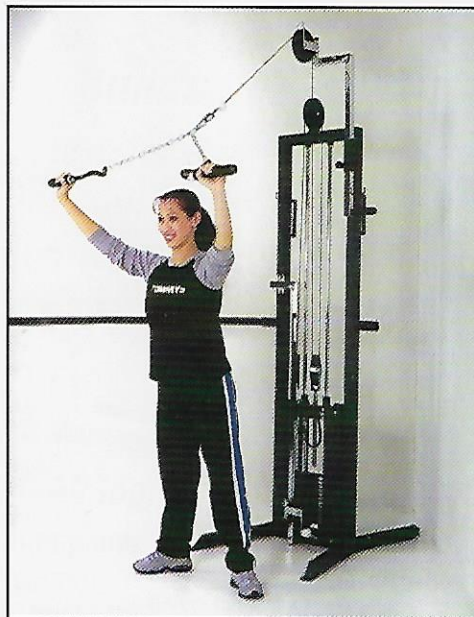
- Jay Manda L.M.T.

productivity, broaden your customer appeal and boost your personal training revenue, all for the cost of a few free



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-Russ Romano, USC Athletic Department



The Proprioceptor is Multi-Grip's single cable, adjustable pulley machine. The stretching and stabilizing corral is removable.

weights. And you'll be able to position your place on the edge of the business. And that's where all the excitement is in the fitness industry.

**Hold on.
There's more.
More to come.**

Jaeson Cayne, Multi-Grip's Chairman and CEO, is also expanding the Handle philosophy into other sports arenas:

"We are currently marketing The Golf Grip, a unique version of the Multi-Grip Handle designed specifically to target and strengthen the muscles used in golf tennis, racquetball and baseball swings. The Proprioceptor is a single cable pulley machine that has multiple adjustable pulleys, weights in 1- to 2.5-pound increments and a removable corral. And we round out with Multi-Grip foot straps, uniquely designed to cradle the foot, allowing for a more comfortable and effective cable leg/glute workout."

"We have found the ability to perform multiplaner movements smoothly and efficiently, indispensable in our setting."

*-Geoff Schaadt, MS, ATC,
Head Certified Athletic Trainer, UCLA
Department of Intercollegiate Athletics*

Keep a lookout for follow-up articles in National Fitness Trade Journal on these and other Multi-Grip advancements in fitness. Multi-Grip will also be exhibiting at the 21st annual National Fitness Trade Show, September 12-14 at the Rio Hotel in Las Vegas.

The company can be contacted at (877) HANDLES or through its web site: www.multigriphandles.com

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The Industry Guide for Club Owners

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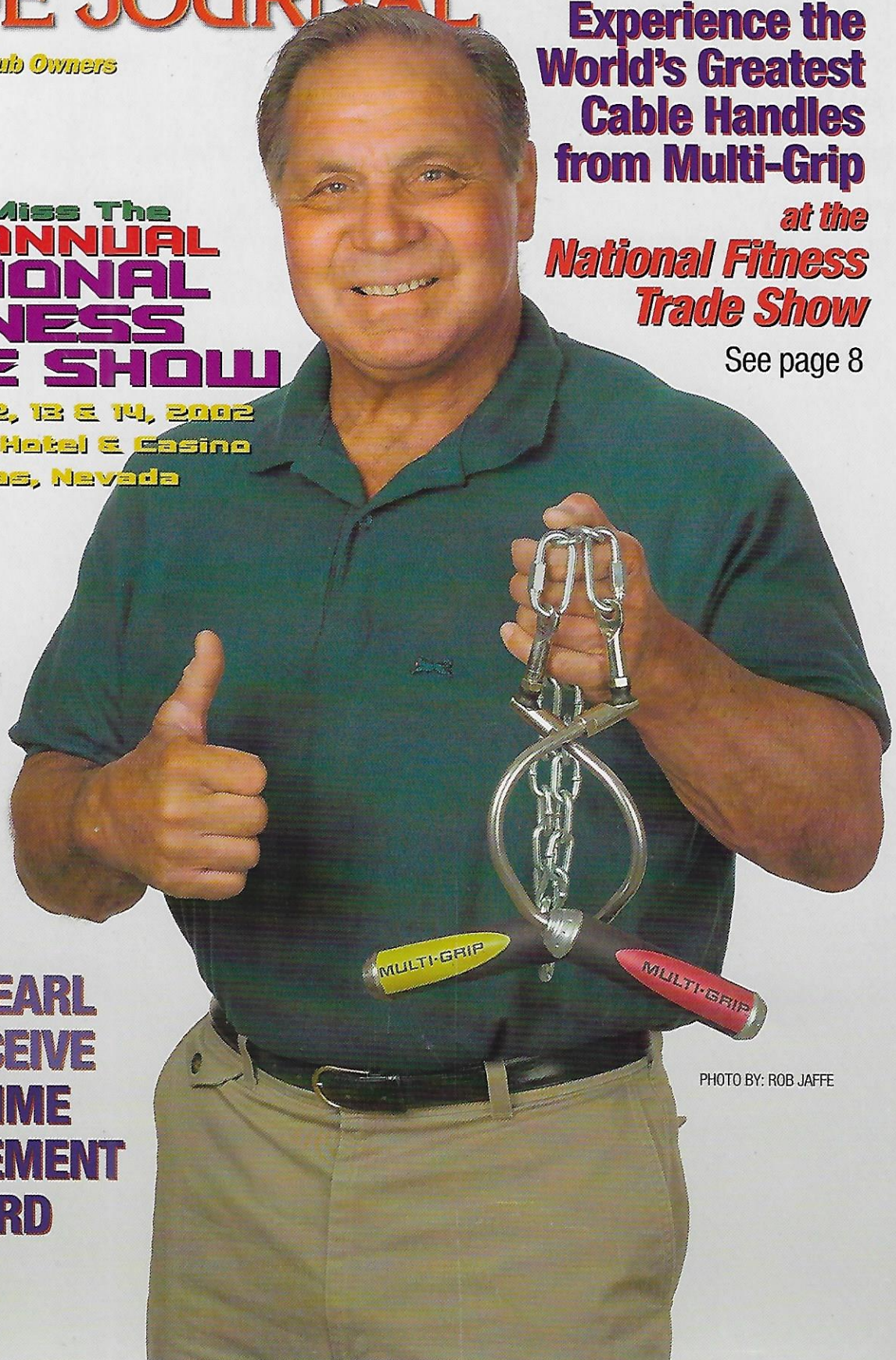


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