

National Press Release

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SuperSlow® Founder Ken Hutchins on the Future of SuperSlow® Exercise.

ORLANDO, Fla., Nov. 23 /PRNewswire/ -- On July 8, 2009, Ken and Brenda Hutchins announced that they were no longer associated with the SuperSlow Zone franchise company. To ensure clarity for anyone needing an official update regarding their association, a press release and video are available for that purpose, in which Ken Hutchins, founder of SuperSlow® exercise, has clarified the status of his SuperSlow® intellectual property and his right to use it.

According to Hutchins' video comments, "As of July 8, 2009, Brenda Hutchins and I are no longer associated with the SuperSlow Zone franchise company. After that date, anything represented to the contrary does not reflect the facts, whether expressed, or implied, in any format. My intent with this video is to remove confusion and to confirm the facts. If you receive any communication regarding this change, and it does not come from me, it is not authorized by me.

"Sometimes, during the course of change, rumor and speculation abound. Well, I don't have a crystal ball, and some may feel a little unsettled about the future, but as for me, I believe that 2010 holds great promise for the future of SuperSlow®. For those of you with a strong foundation and practice of the SuperSlow® basics, and who yearn for the next generation of SuperSlow® ... get ready!

"Details are quickly evolving and I assure you that I am hard at work to get underway and will let you know when ready to launch. Until then, just know that reunification and fortification of SuperSlow® ... for those ready to go to the next level ... are on the horizon!"

For more information, contact Hutchins at 407-862-2552, at khutchins@cfl.rr.com.

About SuperSlow® Exercise

SuperSlow® Exercise was developed by Ken and Brenda Hutchins in 1982 during a \$3.2 million osteoporosis study (1982 to 1986) at the University of Florida School of Medicine. SuperSlow® employs a 10-second positive with a 10-second negative phase, ensuring a smooth turnaround at either end, during brief strength training, twice a week, in a clinically controlled, distraction-free environment.

SuperSlow Philosophy is revolutionary in that it goes counter to most traditional approaches to exercise. It dismisses aerobics, plyometrics, Pilates, functional training, volume training, ballistic notions and others. It credits high-intensity training of the skeletal muscles with all physical exercise benefit.

SOURCE SSZRC