

PRODUCT SHOWCASE



The 2007 Australian Fitness Expo brings you the very latest from the industry's leading companies. With over 250 exhibitors under one roof and, for the first time, an entire hall dedicated to commercial equipment and business services, the Expo truly is bigger and better than ever before. The following pages contain some of the fantastic offerings that you might find at Australia's biggest fitness mart, and the list below includes some of the industry innovators that you'll find down at the Sydney Exhibition Centre between 20 and 22 April. To find out more about the Australian Fitness Expo visit www.fitnessexpo.com.au or phone **03 9261 4500**.

COMPANY NAME:

A.P.K Systems	Fitmate	Nutra-Life
Accor Premiere Vacation Club	Fitmax, iPool	Ocean Wave Australia
Aeromic Systems	Fitnation	Orbit Health & Fitness Solutions
Air Aroma International Pty Ltd	Fitness First	Oregon Scientific
Allen & Unwin/ABC Books	Fitness Institute Australia	PBM Fitness
AOK Health	Fitness Life Magazine	Pearl Izumi
ASN Advanced Sports Nutrition	Fitvibe	Personal Training Academy
AST Australia	Free Spinal Check	Physiosupplies Australia
At Home Naturopathics & Personal Training	Galileo Whole Body Vibration	Planet Muscle Pty Ltd
Australian Barbell Company	Gao's Chinese Acupuncture & Massage	Polar
Australian Fitness Network Education	GARMIN	Pole Attraction Nordic Walking
Australian Institute of Fitness	Gen Tec	Power Living Australia
Australian Kettlebells	Gladstone MRM	Punch Equipment
Australian Sports Nutrition	GNC Livewell	Punch Fit
Avanti Fitness	GRAVITY Training Systems/HQH	QPEC Fitness Solutions
Awesome Equipment	GU Sports	R & G Sports
Badbacks	Gymlink Australia Pty Ltd	Radical Fitness
Bill Buddy	Gymstick	Reebok Australia
Black & Blue Fashions (Aust) Pty Ltd	Happy Hands Sanitizers	Regalcroft
Blockout	Harbinger/Body Sculpture	Regupol (Australia)
Bodyfirst Fitness Australia	HART Sport	Rhythm Express Music
BPG Imports	HF Industries	Rock Wear
Brasilfit	Himalayan Goji Juice	Running Bare
BrasilSul	Human Kinetics	Skike Australia
Braus Activewear	Ice N Easy	SportingPulse H & F Solutions
Brazil Body Activewear	Impact Training	SportsArt Fitness
Bronx Boxing Equipment	Integrity Strength Systems	Sportstek
Brooks	intelliFITNESS	SPR Distribution
buyDirect Pty Ltd	Interloc Lockers	Steiner Cruise Ship Careers
C.H.E.K Institute/HQH	International Health Investments	Step into Life
Cellfood Australia Pty Ltd	International Martial Arts Alliance	Sunlight Saunas Pty Ltd
Cheng & Cheng Pty Ltd	iSynergy Systems Pty Ltd	Suspension Fitness Training Australia
Circuits4Life.com	Juice Plus+	Taiwan Pavillion
Clubwise Business Solutions	Kelmix Corporation	The Athlete's Foot
College of Complementary Medicine	Kickbike Australia	The Heart Shop
Concept 2	Let's Ice it	The Music & Motion Studio
Creative Fitness Marketing	Life Fitness Australia	Thorlo (Simon De Winter)
Crystal Business Solutions	Links Modular Solutions	TIMEX
DebitSuccess	Lockeroom	Top Nutrition
Deep Muscle Chinese Massage	Lorna Jane	Training Buddy Fitness
Dimension Fitness	Mat-Tastic	TRAX Aerobic Music
Direct Home Therapy	Maxim Strength Fitness Equipment	True Fitness Solutions
Dymatize Nutrition	MAX'S	Under Armour
Emergency First Response	MBT Footwear Pty Ltd	Universal Locker Company
Endura Sports Nutrition	Mind Over Muscle	USANA Health Sciences
ExcelGene	Mobidata	Vegechips
Ezi Debit Australia	Musashi	VibroGym
Face 2 Face	National Sales Academy	Vision Personal Training
FFA Payscale	Naughty Girl	Wing Tsun Australia
Firm-N-Fold	New Balance	Workout World
FIT Magazine	New Level PT Studios	Xercise Pro
Fitball Therapy & Training	Nurytec Australia	Zett Sports Co

Correct at time of printing

FILEX 2007 – BE THE BEST, INSPIRE THE REST

Have you reserved your place at the pinnacle of the fitness industry calendar? Time is running out because sessions are filling fast. It's a rare opportunity to learn the latest from the world's best professionals, covering personal training, nutrition, business, group exercise, mind body, aqua fitness and more! The FILEX 2007 program is choc-o-block with everything you need to guarantee a successful fitness career in 2007 and beyond. Phone 02 8424 7200 or visit www.fitnessnetwork.com.au/FILEX for information or to register online.



See our ad on **page 5**

NETWORK PILATES NOW DELIVERS YOU A CERTIFICATE IV QUALIFICATION

Available in 2007 is the Certificate IV in Fitness Pilates (1313NSW). If you've completed Network Pilates modules previously contact us to find out how to upgrade your qualification into a full Certificate IV! Or, if you're looking to gain a Pilates certification, seize this opportunity to secure a world class Cert IV qualification and CECs, because that's a combination that's not so easy to come by! Phone 02 8424 7200 or e-mail pilates@fitnessnetwork.com.au

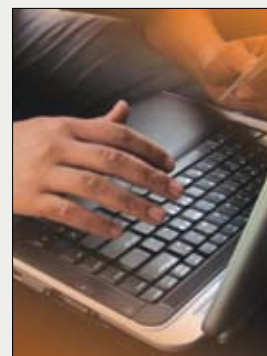


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FILEX 2007 BUSINESS SUMMIT

This 1-day event is an absolute must for fitness facility owners and managers. Learn from industry marketing and communication experts with proven experience in developing winners. Featuring key topics and presenters from Australia and around the world, this summit also includes a networking business lunch and a cocktail reception. If you want to enjoy the great game of business and finish first, you can't afford to miss the FILEX 2007 Business Summit! For further information or a brochure, phone Network on 02 8424 7200 or check out www.fitnessnetwork.com.au/FILEX



See our ad on **page 8**



GROW YOUR PT BUSINESS AT THE FILEX 2007 PERSONAL TRAINER SUMMIT

The inaugural Personal Trainer Summit is being held on Thursday 19 April 2007. During this 1-day summit you will learn how to exceed your potential and learn how to run a super successful PT business. Leading Australian and international experts will share with you their wealth of knowledge, experience and the keys to succeeding in the business world of personal training. For further information or a brochure, phone Network on 02 8424 7200 or check out www.fitnessnetwork.com.au/FILEX

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AUSTRALIAN FITNESS EXPO

The Australian Fitness Expo, being staged in Sydney in April 2007 in conjunction with FILEX, is the largest fitness and healthy lifestyle expo in the Asia/Pacific region. Joining the existing feature areas showcasing corporate and domestic gym equipment, sports nutrition, athletic footwear and apparel, education and training, fitness analysis, club management software and much more, the 2007 event will include a martial arts and functional and healthy food section and a dedicated commercial fitness hall. Plus, the Expo also has four feature stages for aerobics and product demonstrations, fashion parades, body building exhibitions, combat and weapons training, cooking demonstrations and more. To find out more about the Australian Fitness Expo visit www.fitnessexpo.com.au or contact Ashley Robertson on 03 9261 4564.



See our ad on **page 16**



RBK PREMIER PUMP PARIS

The new RBK Premier Pump Paris trainer is the next intersection of technology and comfort in running footwear. All running shoes allow you to adjust width with lacing, but what about the heel? Sick and tired of your heel slipping when you try on a pair of runners you really like? No more! Encompassing a manual pump valve on the heel collar, the Premier Pump Paris trainer inflates around your ankle to provide a snug, custom fit. Visit the Reebok Alliance website at <http://alliance.reebok.com.au> to find out more and receive your Network member 35% discount.



See our ad on **the back cover**



PUNCH EQUIPMENT UNVEILS REDESIGNED FOCUS PAD

The Classic Focus Pad has been redesigned for the 2007 range of products from Punch Equipment. Guaranteed to be the most comfortable pair of pads that you will put on your hands, they are made from extra thick leather and feature Punch's renowned attention to detail. As a thank you to all personal trainers and trainers there will be a limited amount of them available at FILEX 2007 at a special sponsorship price. Keep an eye out as well for the Camo Focus Pads and other great specials on equipment and courses. For more information, call 02 9557 1717 or visit www.punchequipment.com.au



See our ads on **pages 25 & 43**



NETWORK EDUCATION – VISIT STAND H31 FOR ALL YOUR CONTINUING EDUCATION TRAINING!

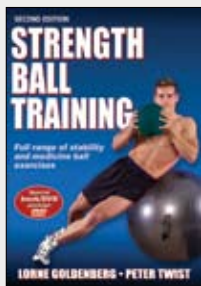
2007 marks Australian Fitness Network's 20th year anniversary of delivering world class training to fitness facilities and individual alike. Whether you're seeking CECs or additional certifications or qualifications, Network's Education Department delivers the training you need! Choose from:

- Indoor Cycling Experience
- Certificate IV in Fitness Pilates (91313NSW)
- Certificate II in Sport and Recreation (SRO20103) – for year 11 students.

Come and see us at stand H31 at the Australian Fitness Expo for special onsite offers! Or for more information email info@fitnessnetwork.com.au or phone 02 8424 7200.



See our ads on **pages 44 & 53**



HUMAN KINETICS FITNESS RESOURCES

Strength Ball Training, which has sold over 60,000 copies since its 2002 release, provides readers with the essential tools for building safe, effective, at-home or gym-based routines which will improve strength, balance, coordination, core stability, and functional performance. This updated second edition (\$34.10 for Network members) includes more than 120 progressive exercises, grouped both by function and muscle group, as well as a customisable 16-week training program. The companion DVD provides additional instruction for the most complex,

technical exercises as well as a complete standard core training program. To order, contact Human Kinetics on 08 8372 0999 or info@hkaustralia.com

See our ad on **page 48**



DO YOU WANT TO INCREASE YOUR MEMBER BASE IMMEDIATELY?

Crystal has made a solid mark in the fitness industry by providing high quality members with long term retention. We specialise in providing fitness facilities with qualified members based purely on health and fitness. Crystal services clubs Australia wide. Come and say hello to us at FILEX 2007, call us on 07 3392 2858 or e-mail crystalbus@primus.com



See our ad on **page 37**



NETWORK'S NETWORK

As a Network member you are now able to download an unlimited number of leisure and lifestyle discount vouchers for just \$13.20! You can save \$1000s on travel, accommodation, adventure activities, health and beauty services, dining and more! Visit www.fitnessnetwork.com.au/nn for information or phone 02 8424 7200 with your credit card and activate your access today!



See our ad on **page 10**

INTERNATIONAL FITNESS SETS THE BENCHMARK

The Integrity 45 Leg Press continues to serve as a benchmark in commercial strength design. The revolutionary 'Super Lock Handles' not only lock the heavy duty footplate, but also stabilise the user, eliminating the need to change hand position before and after each set. A smooth and silent carriage movement is assured via a complex roller system operating on oversized stainless guide poles, while the highly visible ROM limiting system provides an essential safety element. The machine also features an easily adjustable backrest and four stainless plate storage pins to maximise user comfort and convenience.

For more information on the stunning Integrity range phone 1300 666058 or visit www.integritystrength.com



See our ad on **the inside cover**

LET NETWORK MANAGE YOUR CECs!

Take the hassle out of keeping track of how many CECs you have and let us do it for you! As part of your membership in 2007, Network will keep a running total of how many CECs you've accumulated. When your re-registration period is approaching all you will need to do is send us an e-mail or give us a call, and we'll tell you exactly how many CECs you have under your belt! To enrol into this program or to find out more, e-mail cec@fitnessnetwork.com.au or phone 02 8424 7200.



AEROMIC FITNESS AUDIO WIRELESS

It's now been over two years since Aerobic Microphones Australia launched its Fitness Audio Wireless Systems – the first in the world with a circuit board coated with a special anti-corrosion lacquer to protect the valuable components against sweat damage. John Penhallow of AMA is very happy to report that there have been no reported transmitter failures or warranty claims due to corrosion in this period. Fitness Audio Transmitters and Aeromics now have a 2 year warranty against 'sweat death' – why use any other wireless for teaching fitness? For details visit www.aeromic.com.au/2year.html or call 02 9313 4995 for your nearest dealer.



See our ad on page 18



IT'S READY, THE LES MILLS INNOVATION YOU'VE BEEN CALLING FOR FOR YEARS!

BODYVIVE™, an accessible, multi-discipline workout with a retro beat is set to be the next big thing in group fitness.

Australian trials have proven BODYVIVE™ has broad appeal. Entry-level and de-conditioned participants returning to exercise, baby boomers and women regaining their fitness after pregnancy are all finding BODYVIVE™ to be a fantastic program that meets their needs. You can now offer a fun, interactive, health-giving group fitness solution for members who have previously proved difficult to service in the group fitness studio. How is all this possible with one program? Contact LMAP on 02 6282 8192 to find out.



See our ads on pages 63 & 71



ADD LEAD BOXES TO YOUR MARKETING MIX TODAY!

Every fitness business should have at least 6 to 12 lead boxes in its local business community. Lead boxes are a cost effective form of marketing and lead generation that can add thousands to your bottom line every month. GymLink is Australia's leading supplier of high quality lead boxes and has lead box packages to suit all budgets.

Visit www.gymlink.biz or call 1300 854 991 to purchase lead boxes for your business today.

See our ad on page 68



FLAT RUBBER BASED KETTLE BELLS FOR EASY STORAGE

Kettle bells are one of the most versatile tools for strength, balance, power and core conditioning. With all the benefits of dumbbells and hundreds of challenging new exercise options, flat rubber based kettle bells are easy to transport and can be easily stored indoors. Bodymotion offers the best prices and a lifetime guarantee on these durable products. Also available from Bodymotion is a wide range of speed, agility and power products including the new XLR8 Strength Bags with added handle options. For more information contact Bodymotion on 1300 363 065 or visit www.bodymotion.com.au



VIBROGYM



VibroGym is the world's highest selling whole body vibration platform and has been used in Europe since 1999. It is now helping fitness centres across Australia attract new

members with fast, effective workouts. Numerous studies show VibroGym creates equivalent gains to conventional strength training in less time. It is effective in increasing power, decreasing cellulite, increasing lean body mass, decreasing DOMS and can be used for massage and stretching. Recent research by Edith Cowan University in WA shows combining VibroGym and PNF (contract-relax) stretching increases flexibility gains (19 per cent vs 9 per cent with stretching alone). For more information call 1300 309 633 or visit

www.vibrogym.com.au

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