

Perfect[®]
FITNESS

 **IMPLUS**[®]

ASP ★ **SPORTZ**

New Product Review

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Perfect[®]

“Perfect.”

Simple

“I know how to use the products, alone or in a system.”

Innovative

“Perfect products always give me something new.”

Effective

“The products are ‘perfect for me’ and my ability level.”

Affordable

“While they are not the lowest cost, Perfect products are a great value.”

Perfect.**BRAND VALUES**

Innovation

All products we create are innovative and differentiated from existing products on the market.

Natural Movement

All products are developed with natural movement in mind (understanding that not all products will be able to achieve this).

Premium Brand

Perfect Fitness provides the highest value at all price points and is considered the premium brand in the category.

Positive Impact

Perfect Fitness products offer the user a way to make a positive impact in their lives and/or the lives of others.

Perfect For Me

Product and services are designed to be accessible to a wide variety of abilities and aspirations.

Comprehensive Solutions

Perfect Fitness creates comprehensive, meaningful, and well-tested solutions to leading a healthy life including workouts, nutrition, and attitude.

Perfect.MISSION



Push Category



Perfect.PUSHUP®



Perfect Pushup Basic

Features

- Rotating pushup
- Improved handle
- Updated styling/branding
- Patented

Why

- Entry level rotating pushup



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Perfect:
FITNESS

Perfect.PUSHUP®



Perfect Pushup V2

Features

- Larger more comfortable grip
- Higher weight capacity (180 Kg)
- Heavy duty construction
- Extra smooth rotation
- Patented

Why

Professional grade rotating pushup



Perfect.PUSHUP® vs. Iron Gym Push Up Pro



Original
Rotating
Pushup

Yes

Textured
Non-Slip
Handle

Yes

Enclosed
Ball Bearing
System

Yes

Gym
Quality

Yes



No

No

No

No

Advantages of Perfect Pushup V2

- Original rotating pushup
- Invented by a US Navy SEAL
- Ergonomic textured non-slip grip provides extra comfort
- Enclosed ball bearing system provides extra smooth rotation
- Superior materials and construction

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Perfect:
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Perfect.PUSHUP®

Perfect.PUSHUP® MOBILE UNIT



Perfect Pushup Mobile Unit

Features

- Compact design
- Unfolds and stows in small case
- Portable workout cards
- Patented

Why

Fitness on the road



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Pull Category



Perfect.MULTI-GYM™



Perfect Multi-Gym







Features

- Multi-functional doorway gym
- Additional wall padding
- Highly adjustable
- Extra wide handles

Why

- Fits widest range of doorways
- Padding helps prevent wall damage
- Allows for true wide grip position

Perfect.MULTI-GYM™ vs. Iron Gym & Gold's Gym

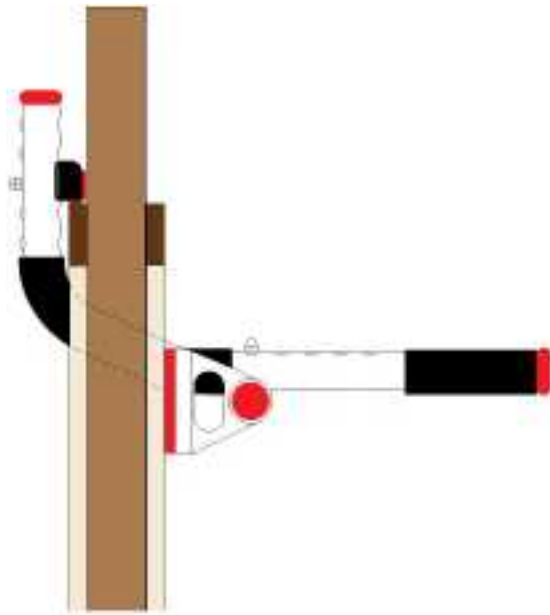
		Fits Doorway Width	Adjustable Trim Height	Adjustable Doorway Thickness	Superior Doorway Protection
		69 – 89cm	Yes	Yes	Yes
		61 – 81cm	No	No	No
		61 – 81cm	No	No	No

Advantages of Perfect Multi-Gym

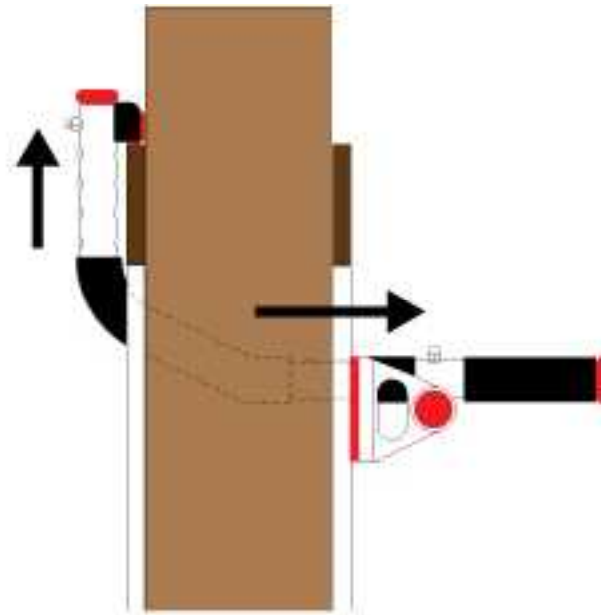
- Fits the widest range of door frames
- Ergonomically angled for pushups & dips
- Superior materials and doorway protection
- True wide grip – not possible with Gold's or regular Iron Gym
- User hands protected from screws, nuts, etc

Perfect.MULTI-GYM™

Fits the Widest Range of Door Frames



Narrow Doorways
& Smallest Trims



Thick Doorways
& Large Trims

Perfect.PULLUP®



Perfect Pullup Basic

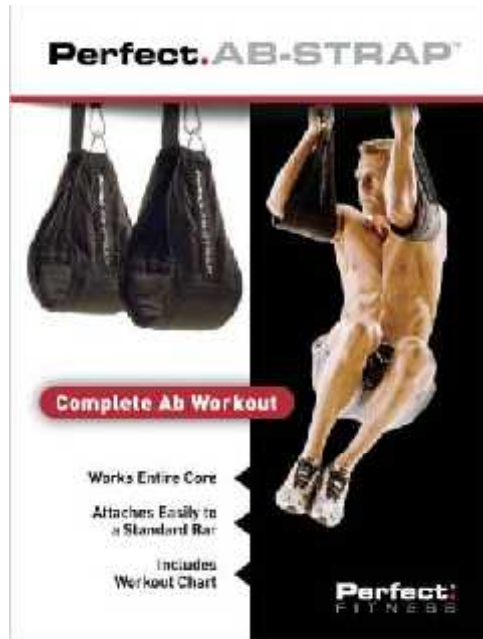
Features

- Entry level Perfect Pullup
- Swing Arm brings bar down to user
- Adjusts to your fitness level

Why

- Low price point for category
- New functionality over standard bar
- Accessories available

Perfect.AB-STRAP™



Perfect Ab Straps

Features

- Heavy duty performance ab strap
- Extra comfortable foam padding
- Steel carabiner connector

Why

- Maximizes comfort
- Works with Perfect Pullup system and all other pull up bars



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Perfect: FITNESS

Core Category



Perfect.SITUP®



Perfect Situp

Features

- Neck and shoulder support
- Molded handles with grips
- Ab engaging Blade Technology™
- Workouts and Meal Guides
- Dual box fronts – Male & Female

Why

- Hard to reach lower abs
- Correct body position
- Accessory blades for advanced levels



Perfect.CORE-BALL™



Perfect Core-Ball

Features

- SetPoint™ guides body positioning
- Self-righting weighted ball
- Burst-resistant
- 3 Sizes (55cm, 65cm, 75cm)
- Circuit training guide

Why

- Takes the guess work out of using stability ball
- Accurate and easy body positioning
- Weighted ball returns to the perfect position every time

65 cm

75 cm



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Perfect:
FITNESS

Fitness Accessories



Perfect.RESISTANCE™



Perfect Bands

Features

- Set of three bands (2.2kg , 4.5kg , 6.8kg)
- Multiple product configurations
- Attach Anywhere™ technology
- Door attachment
- Carrying case
- Circuit training guide

Why

- Combine for 6 levels of intensity
- Mobile workout



2012 Products

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