

LE Magazine April 2002

Web Update

Featuring FitDV.com

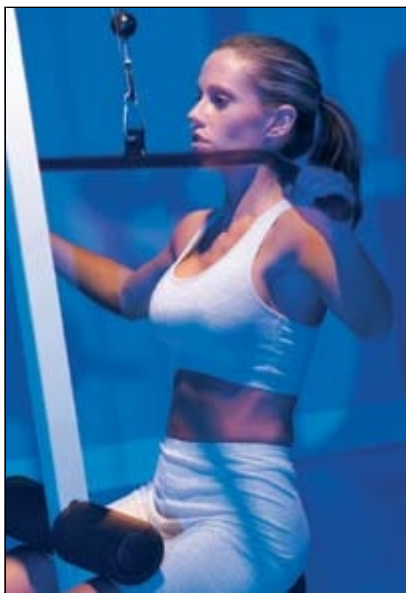
When it comes to health and fitness on the Web, not all sites are created equal. Some contain more misinformation than true facts. Others offer a focus so narrow, they only appeal to niche viewers. Finding a site that honestly addresses all issues pertaining to a healthy lifestyle-in a userfriendly fashion-has been tough in the past. Enter FitDV.com.

"We wanted to create a site that puts all of the pieces of the fitness pie together," says Shawn Vint, president of FitDV, a new dot com company based in Burlington, Ontario. "A healthy lifestyle is all about balance."

What he has done is build a totally unique site, one that not only provides browsers with expert training and nutritional advice, but also addresses the important mental and wellness aspects of fitness. From articles on the mind-body-spirit connection, to inspirational features, to life extension pieces, FitDV makes your search easier.

Vint's electronic magazine concept contains the latest information, as well as motivation-the two key ingredients for fitness success. But the site takes the creative content to a whole new level with the inclusion of streaming video. Now, not only can surfers read up on fitness subject matter, they can experience it firsthand. Rather than guessing how an exercise is actually performed, they will witness the complete movement. Viewers will also be able to watch sports, nutrition and wellness professionals at work.

FitDV features 20 hours of video footage, which is changed every month to offer a fresh perspective.



It's an exciting new concept when it comes to the Web world, but Vint didn't stop there, he opted to take the site even one step further. Many FitDV videos are also interactive. That means visitors can click on hot buttons to receive extra information, then return to the video, which paused momentarily.

FitDV is designed to offer total interactivity. Experts in the fields of sports conditioning, nutrition and alternative therapy will all answer visitors' questions. Personal trainers are on-line 24 hours a day to provide exercise advice. There are multiple chat rooms as well, where browsers can share their experiences and concerns with others. Training journals, calorie counters, body fat calculators -they all provide a personal touch and a reason for surfers to visit the site daily.

FitDV was designed to be the ultimate health and fitness resource. Its target audience? Anybody looking for a boost. "So many people stop going to the gym after just three months," explains Vint. "They don't see the results they want and they can't understand why, so they see no reason to continue. I want people to understand what it takes to get fit, and provide them with the motivation to stay active. That's why we've partnered with gyms and corporations across North America to offer their members and employees a one-stop site for total health."

FitDV already has 1.7 million members signed on and plans to top 3.5 million by the end of the year. Membership costs just \$5 a month. Subscribers need only skip the biggie fries and a shake to pay their monthly dues. "Our site offers exclusivity, but at a very fair price," says Vint. "We want everyone to have access to this information. Staying healthy and fit is the best way to ensure that you lead a long, happy life."



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FIT AND HEALTHY

Introducing FitDV.com-an interactive, subscription website providing you with advice.

THE FITDV WEBSITE OFFERS VALUABLE HEALTH INFORMATION

- Electronic magazine containing the latest health & fitness news
- Streaming videos on sports, nutrition and wellness
- Personal trainers on-line 24 hours a day
- Chat rooms
- Training journals
- Calorie counters
- Body fat calculators

Now you can take advantage of this unique health and fitness resource at no obligation. FitDV is a free subscription to members of the Life Extension Foundation and its affiliates, and a \$5.00 per month subscription to non-members. This subscription gives you unlimited access to FitDV's extensive, interactive, health and fitness information.

Get started today! Develop and enhance your health and fitness program. It's easy, just log on. Try our free, one month subscription. There's no obligation to subscribe. Try one month for FREE!

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