

ActivCore LLC Announces Strategic Partnership with Wellness in Motion

ANN ARBOR, MI and NEW YORK, NY, February 11, 2009 – ActivCore LLC, a leading company in functional exercise and exclusive distributor of Redcord products in the United States, announces the signing of an agreement with Wellness in Motion (WIM). ActivCore will leverage WIM's training infrastructure to establish the ActivCore Training Network that will serve therapy professionals, chiropractors, fitness club professionals, personal trainers, athletic trainers and Pilates professionals. WIM will assist in the development of ActivCore training programs, and be a member of the ActivCore Master Training Council. This select group of fitness, therapy and medical professionals will serve as ActivCore Master Trainers and advisers on certification and curriculum development.

"The rapid market acceptance of ActivCore has made it necessary for us to enhance our training infrastructure. Our users are extremely passionate about ActivCore and we expect market growth to accelerate exponentially in the coming years. WIM is the perfect partner for us because they have an established training system and a network of experienced trainers in all of our target markets. WIM also has vast expertise in curriculum development" explains Richard Beedon, CEO of ActivCore.

"ActivCore is the opportunity we've been looking for years for," states Dr. Howard Sichel, Chairman and Founder of WIM. "We believe ActivCore FEX™ will be the next big movement in fitness, wellness and therapy markets because of the ability to recruit and activate the deep stabilizing muscles that are so important for daily function. We are seeing amazing results. Most importantly, it can be used by people of all ages and capabilities to improve functional performance and enhance well-being."

The ActivCore FEX™ technique includes a unique, proprietary method to assess muscle weaknesses and imbalances allowing professionals to customize exercise programs that activate the right global and stabilizing muscles to build strength, joint stabilization, balance and function. It is easy to use and appropriate for people of all ages and abilities. ActivCore FEX™ certified professionals work with clients in a fitness, wellness, pre and post rehabilitation or performance enhancement capacity.

"ActivCore is a science based company committed to delivering the highest quality instruction. We believe ActivCore can change the face of fitness in the US; a robust training infrastructure is critical," says Dr. Victor Katch, ActivCore Chief Science Officer.

About ActivCore LLC

ActivCore LLC is a leading functional exercise company in the United States. Through its proprietary techniques and unique product line, ActivCore provides functional exercise solutions for individuals, professionals, and organizations in the wellness, performance fitness, therapy, and rehab/post rehab markets. For more information on the products and services, training opportunities and supporting technology and research offered by ActivCore LLC, please visit www.activcore.com.

About Wellness In Motion

WIM serves multiple brands involved with movement-based education and training, such as Power Pilates, with marketing, registration, certification, continuing education and e-commerce services. Using sophisticated information technology, WIM is able to offer its clients' individualized "private label" services that enhance the presence of its brands.

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