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## PRESS RELEASE

## FOR IMMEDIATE RELEASE

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### Build Your Perfect Fitness Product

**LAKE MILLS, Wis.**—Vision Fitness, an industry-leading fitness equipment company, launched a new line of fitness bikes, elliptical trainers and treadmills for the 2009 season that can be customized to meet your fitness and budgetary needs. Fitness shoppers simply select the console that offers the programs and features that they need from the various Vision Fitness® console options and match it to the Vision Fitness® frame that offers what they want and at a price that falls in line with their budget. There are 15 fitness bike options (upright and semi-recumbent), nine elliptical trainer options (compact and folding), and 15 treadmill options (folding and platform). With this many options, everyone should find exactly what they need to achieve their fitness goals!

Vision Fitness began as a division of Trek® Bicycle Company, one of the world's largest manufacturers of quality outdoor bicycles. In 1996, Vision Fitness was spun off by Trek's management team to better focus on the specialized fitness industry. Their products have earned an impressive 25 "Best Buy" awards for offering high quality at a value. Their products can be found at nearly 500 retail locations across the U.S. and Canada. Information on products, reviews, and a retailer locator can be found on their website, [www.visionfitness.com](http://www.visionfitness.com).





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