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WOODWAY Debuts SpeedBoard at IHRSA Show

San Fransisco, CA - March 20, 2009 — WOODWAY, the world's leading performance treadmill manufacturer, launched the non-motorized SpeedBoard at the 2009 International Health, Racquet and Sportsclub Association (IHRSA) tradeshow. This all new concept, created in partnership with input by Alex Astilean, President and founder of Speedfit, allows any user, regardless of size or weight, to instantly achieve the speed they desire without the use of elevation or a motor!

The SpeedBoard's sophisticated curved design is the culmination of years of non-motorized design and development by WOODWAY and Alex Astilean. The key ingredient is WOODWAY's patented running surface and near-frictionless drive system, which allows the running belt to move freely.

"The WOODWAY SpeedBoard is going to change the way people look at treadmill performance training," explains Eric Weber – Director of Sales and Marketing for WOODWAY. "As a completely non-motorized treadmill, the unique curved shape allows the user to accelerate and decelerate at their own desired pace. This is the first treadmill to truly react to the user's abilities and not restrict them to the motors speed or acceleration while still providing you with the exceptional feel of the WOODWAY surface. We are thrilled to achieve this advancement while completely eliminating the need for electricity, making this product even greener than our already energy efficient treadmills."

Speedfit Training Program

In addition to the innovative treadmill concept, Astilean has also design a fitness program that is ideal for the Speedboard platform.

"The SpeedFit program is based on short intervals bursts," explains Alex Astilean – President and Founder of SpeedFit. "Interval training is an integral part of any fitness program. With the SpeedFit program users can determine their fitness level and track progress over time. The biggest advantage of using SpeedFit is that there are thousands of workout combinations which will keep users interested and most importantly dedicated.

For more information on the SpeedBoard contact Eric Weber, ericw@woodway.com or visit www.woodway.com/speedfit.

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About WOODWAY

WOODWAY is the largest specialized treadmill manufacturer in the world. Its products are best known for their one-of-a-kind running surface that utilizes individual rubberized shock absorbing slats and ball bearings. WOODWAY has been producing treadmills since 1974.

About Alex Astilean
Alex Astilean was born in Romania and realized his athletic potential at a young age. Alex was an Olympic caliber Decathlete until an injury prematurely ended his career. At the age of 26 he immigrated to the United States and found his calling as a personal trainer, where he honed the Speedfit System.

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