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TrainingPeaks a valuable business tool. For one monthly fee, customers can add an unlimited number of clients to a Professional Edition TrainingPeaks account, to provide customized plans online and drive revenues. For more information, contact the company at 2770 Dagny Way, Ste. 212, Lafayette, CO 80026; 720-406-1839; www.peaksware.com. —

*Stick-e Brands*

► Stick-e Brands' line of yoga accessories addresses the challenges associated with perform-



ing yoga. Yoga Stick-e Socks are the only patented sock with a smooth, non-slip, sticky bottom, and a hole for every toe to retain a barefoot feeling; they provide a secure grip, and protection from shared mats and equipment. And Yoga Stick-e Gloves provide the same benefits for the hands. Measuring 18"x24," the Yoga Stick-e Towel protects the hands and face from shared mats and equipment; and has two smooth, non-slip, sticky panels as well. And, the original Yoga Stick-e mat has a detachable shoulder strap that attaches directly to the mat for easy carrying and hanging. For more information, contact the company at 5 Butterfield Circle, Flossmoor, IL 60422; 708-369-5775; www.Yogastickysocks.com. —

*DK City Corporation*



► Founded in 1987, DK City Corporation manufactures products that help individuals lead healthy, long lives. The company is

committed to innovating, designing, and manufacturing not only technologically →

← ASSOCIATE NEWS

*International Court Soccer, Inc.*



► Last year proved a record one for International Court Soccer (ICS), a form of soccer that's played indoors on a racquetball or squash court with a specially designed ball. In just seven years, the game has established itself at more than 100 clubs and 30 universities in the U.S., many of which now host tournaments, and is now being played in 13 countries worldwide. Last year, ICS hosted two major tournaments, the Autumn Classic, in Salem, Oregon, and the ICS Championship at the Washington Athletic Club, in Seattle, Washington; and the sport was introduced to Portugal, Brazil, Venezuela, and the Dominican Republic. This year, Portugal will host a tournament involving six universities from that country and Spain; and the 2009 ICS Championship will again take place at the Washington Athletic Club. —

*Life Fitness*

► Tim McCarthy has been promoted to vice president of the international business unit of Life Fitness, and Mike Zinda will replace McCarthy as vice president of sales for national accounts and Latin America. A 17-year veteran of Life Fitness, McCarthy joined the company as a military sales representative and has held various positions in sales in the athletic, consumer, education, government, hospitality, and commercial dealer markets. Zinda, who most recently was vice president of sales for U.S. national accounts, has 23 years of sales experience in the industry, and is recognized for his commitment to customers. "Tim and Mike are strong leaders, and I am confident that they both will continue to grow the business," notes John Stransky, the president of Life Fitness. —

*Precor Incorporated*

► Several health clubs in the United Arab Emirates (UAE) have purchased Precor's innovative Adaptive Motion Trainer (AMT) after receiving outstanding reviews in customer trials. At one club, 100% of users said they enjoyed the AMT, 92% said the AMT would be a welcome addition to the gym, and 89% said that they would recommend it to a friend, describing it as "very gentle on the joints." Among clubs purchasing the AMT are: The Dubai World Trade Centre, Le Royal Meridien Resort and Spa, The Hiltonia Beach Club at The Hilton Hotel Abu Dhabi, and the Abu Dhabi Ladies Club. "Our members enjoyed the variety of workouts, and the machines were constantly in use," said Louise Dennis, the manager of the Abu Dhabi Ladies Club. —

