

FOR IMMEDIATE RELEASE

PROPS ADD PUNCH TO PILATES WORKOUTS

STOTT PILATES® releases final DVD titles featuring props that add variety and meet special needs for prenatal, cardio and conditioning

TORONTO, November 18, 2008 – Just in time for the holiday shopping season, STOTT PILATES has released the final three new titles in its library of award-winning Pilates DVDs. Using props and other fitness accessories, the new programming reflects the versatility of Pilates as a safe and effective exercise method that enables people of all ages and life stages to do more of what they love.

According to the Sporting Goods Manufacturers Association, more than 10.7 million people in North America participate in Pilates, a form of non-impact exercise with an emphasis on core strength. Designed to lengthen, strengthen and balance the body, Pilates assists in injury prevention, enhances functional fitness, improves postural problems and supports overall physical and mental well-being.

The latest STOTT PILATES DVDs will appeal to fitness enthusiasts looking for a new cardiovascular routine, Pilates purists looking for an extra challenge, and expectant mothers wanting to start or maintain a fitness routine throughout their pregnancy.

- ▶ *Cardio & Core on the Mini-Tramp* uses one of the most effective whole-body exercise tools – the trampoline – to achieve an intense cardio workout and build strength, agility and endurance.
- ▶ The DVD *Pilates with Props, Vol. 2* incorporates small and affordable accessories like the Flex-Band Exerciser®, Fitness Circle® resistance ring and Toning Ball to add challenge and resistance to Pilates routines. This programming is ideal for Pilates enthusiasts who want to add variety and challenge to their Pilates workouts while toning the entire body and adding muscle definition.
- ▶ In *Prenatal Workout on the Pilates Edge*, expectant mothers use the “Pilates Edge,” a dense foam triangle, to exercise on an angle. This modification places the body in an ideal position for exercise while strengthening the core and toning the arms and legs.

Sold at the company’s online store at www.stottpilates.com and through retail partners, the DVDs complete STOTT PILATES’ library of more than 120 DVD titles – the world’s largest Pilates DVD collection, with many titles offering multi-language tracks. The three new titles have a suggested retail price of \$14.95 USD/\$19.95 CAD each.

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“Even though we have reached the milestone of bringing all of our new DVDs to market, we will continue to identify new programming based on emerging needs and the latest exercise science,” said Lindsay G. Merrithew, President and CEO of STOTT PILATES and the company’s co-founder. “Any new programming will be made available through our worldwide network of more than 50 Licensed Training Centers and at industry shows and workshops.”

In addition to its extensive DVD library of programming, STOTT PILATES is one of the world’s leading Pilates educators and a manufacturer of high-quality commercial equipment that is recognized to be among the best in the industry.

About STOTT PILATES

STOTT PILATES, a subsidiary of the Merrithew Corporation, is a full-service organization that provides high-caliber Pilates education, equipment and media worldwide. Founded in Toronto in 1988 by Lindsay G. Merrithew and Moira Merrithew, the company’s mission is to promote the benefits of mind-body fitness across the globe. STOTT PILATES has trained over 20,000 instructors in 94 countries, has three corporate training centers, numerous hosting locations, and more than 50 Licensed Training Centers worldwide. www.stottpilates.com

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