

# Fitness Cards



## What is a Fitness Card?

The Fitness Card entitles cardholders:

- Wide variety of workouts designed to fit your target goals.
- Video and Audio instructions
- Still images of each exercise with instructions
- 3 one-hour workout sessions
- 10 exercises per session
- Compatible with any device that supports JPGs and/or .mp4 video.



### 1 FREE WORKOUT PROGRAM

To redeem your free workout, carefully follow the instructions indicated on the website address below:

[www.myfitnesscard.net/](http://www.myfitnesscard.net/)

Enter PIN Number:

For promotional use only. Not for resale. Not responsible for lost or stolen cards. Workout programs are available in 3 levels with 3 workout sets per level and 10 exercises per workout set. Compatible with any device that supports JPGs and/or .mp4 video including but not limited to: iPod touch, iPod nano, iPod with video, iPod classic, Zune, iPhone, BlackBerry, Treo. Subject to Providers Terms & Conditions and System Requirements.

Must be redeemed no later than XXXXXXXX.



Fitness promotions are extremely versatile. Codes can be printed on a plastic card (as shown above), delivered online, or printed directly on the product packaging.

## How Fitness Cards Work

1.



Printed instructions direct cardholders to a landing page.

2.



The landing page is branded with your company's name, logo, hyperlinks, etc. The page then redirects them to the fitness site to redeem their PIN number.

3.



The cardholder is now able to search through a wide variety of workouts, download them to their computer, transfer to their handheld device, or print them out and take to the gym!

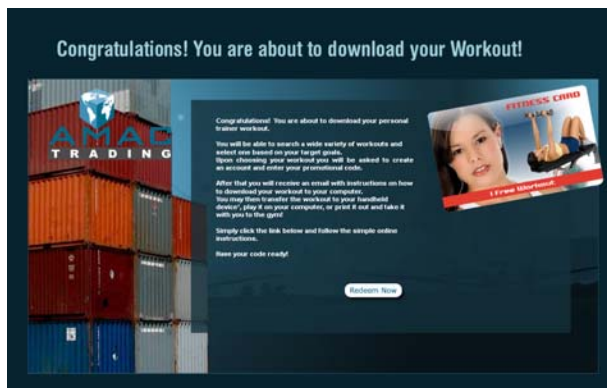
## Applications / Industries

- Employee Wellness Programs
  - Thank Clients
  - Build Customer Loyalty
  - Reward Performance
  - Subscription Incentives
- Pharmaceutical
  - Healthcare
  - Sports Drinks / Diet and Nutrition
  - Insurance
  - Sporting Goods and Apparel



## Options: Custom Landing Pages

*Before users download their workout, you can direct them to a custom branded landing page that allows your company to interact, educate and up-sell current customers and prospects.*



### Branded Landing Page

A branded landing page can be as simple as your company's colors and logo, or as interactive as a flash site.



### Survey Landing Page

A survey is a great marketing tool. Once the survey is filled out, cardholders are directed to the fitness website and download their workout.



### Up-Sell Offer Landing Page

An up-sell offer drives cardholders back to your product. Up-sell offers can be a coupon, an event invitation or a new product launch.

## Why Choose Fitness Promotions?

- Adaptable, portable, and cost-effective - a fraction of the cost of a personal trainer
- Promote corporate wellness – perfect for corporate fitness programs
- Convenient and Versatile: Workouts are designed to fit your target goals, whether at the gym or at home!
- Each Trainer shows you what exercises to perform, in order and with a proper intensity -all while listening to your own music!

