



## LIFESPAN UNVEILS COREBALANCE™ TECHNOLOGY

BRAND NEW CROSS-TRAINING CAPABILITY  
ALLOWS ELLIPTICAL USERS TO ACHIEVE  
PERFECT PHYSICAL EQUILIBRIUM.

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Salt Lake City, UT —November 3, 2015

LifeSpan (formerly LifeSpan Fitness), a national leader in cardiovascular fitness equipment, is proud to introduce CoreBalance Training, a never-before-seen, exclusive technology.

Through sensors built directly into LifeSpan elliptical pedals, CoreBalance calculates the precise amount of force being independently produced by the left and right sides of the body. Each user’s unique effort is displayed directly on the unit’s console, providing immediate feedback on the effort being applied. The company aims to bring users into perfect equilibrium, and ultimately safer fitness, by exposing where unique effort imbalances may lie.

“We found in our testing that almost everyone favors one side of their body over the other,” says Pete Schenk, LifeSpan’s president. “On a long enough timeline, that disparity can become exceptionally detrimental. We’re confident that CoreBalance reduces that risk by letting exercisers improve their form immediately, before injury can occur.”

Developed in conjunction with the Industrial Technology Research Institute, LifeSpan believes that CoreBalance can serve multiple populations, from those rehabilitating from injury to users training for competition.

“CoreBalance is suited for someone who simply wants to achieve safer workouts, or an individual who wants to train for a competition in perfect balance,” Schenk says. “We’re exceptionally excited to see it in action.”

### About LifeSpan:

LifeSpan is dedicated to benefiting the way people work, exercise, and live in sustainable, healthy ways. Our quality products and innovative vision have inspired fitness and wellness as a sustainable way of everyday life for years. By specializing in solutions created uniquely for the home, gym, workplace, and everywhere in between, LifeSpan is helping to empower individuals to find better health regardless of the setting.

The compelling research behind the need for CoreBalance.



#### Additional features include:

- Asymmetry can lead to muscular imbalance, which is generally regarded as an injury risk factor, leading to back and joint pain.<sup>1</sup>
- 31 million Americans experience low-back/joint pain at any given time.<sup>2</sup>
- Americans spend at least \$50 billion each year on back and joint pain.<sup>3</sup>
- Symmetry and balance of movement can be an effective mechanism to reduce injury.<sup>4</sup>

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## Sources:

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