



Fitness Works at Work
44 Mill Street
Sherborn, MA 01770

Telephone:

(508) 653-4135

E-Mail:

Info@fwaw.com

Facsimile:

(508) 650-0593

www.fwaw.com

Fitness Works at Work, Inc. delivers complete health promotion programs, fitness center management and ergonomic solutions. Our integrity and hands-on approach with clients and their employees is the basis of our working philosophy. We are focused on our promise: to start every working man and woman on the balanced path to reap the joys of life by delivering tools they need to sustain a lifelong state of well-being.

A study showed that overweight adults who can complete a 36-week 10,000 steps a day program can significantly reduce body weight, resting blood pressure and fasting lipid profile.

*American Journal of Health Promotion
November 2006*

**Announcing an exciting new addition to our wellness programming....
Fitness Works at Work has formed an alliance with FitSense Technology to bring to corporations the state-of-the-art ActiPed Daily Activity Monitor and the ActiHealth Lifestyle Program!**

Fitness Works at Work is always on the lookout for new ways to engage employees in fitness and wellness activities that can give measureable results to organizations. This is why we are pleased to work with FitSense Technology, a Southboro, MA company, which is a world leader in activity monitoring and feedback systems. "Fitness Works at Work and FitSense both have the same core values and approaches to corporate wellness –to deliver customized, cutting edge quality programs to our clients. We are a perfect complement to each other", says Iris Sokol, President and Founder of Fitness Works at Work.

FitSense has developed the ActiPed Daily Activity Monitor, a "smart pedometer" that uses a patented technology to track human step movement and Fitness Works at Work has created the ActiHealth Lifestyle Program to motivate employees to set wellness goals, monitor individual goal progress and coach employees using the ActiPed and the ActiHealth technology.

Here's how the ActiPed works:

- The ActiPed tracks steps, calories burned, distance, active time and the type of activity. It is worn on your shoe and is extremely accurate – unlike most waist pedometers.
- The ActiPed automatically uploads your activity data wirelessly via the secure ActiHealth network to your PC desktop "dashboard" where you can view your activity anytime and compare it to your personal goals. For other types of activities such as swimming, cycling, elliptical machines, the user can enter in those activities through their activity journal on the dashboard, and will get credit for active minutes and calories burned.
- Your personal dashboard can store other health metrics such as weight, BMI, blood pressure, cholesterol, Body Composition, Heart Rate Recovery and glucose.

Here's how the ActiHealth Lifestyle Program works:

- A Fitness Works at Work Health Promotion Coach has access to and manages the dedicated database of employees' activity.
- The Coach meets with employees for a fitness consultation and sets reasonable and realistic goals (daily calories burned, daily steps, weight goals, fitness goals, etc.) and offers motivation by email and in person.
- The Coach can organize walking programs, competitions, and culture specific incentive programs.
- Fitness Works at Work can give aggregate confidential information on employee goal progress allowing an organization to see measurable results and decrease in health risks.

These programs are already creating a real buzz in the corporate community! Contact Iris@fwaw.com to set up an appointment for a demonstration and visit fitsense.com to learn more about this amazing technology.