

### **Why “weight” for a better body?**

*Glassboro, New Jersey, USA – July 23, 2009* – Getting a firmer, healthier, better-looking body — in 3 months or less — is now a reality. How? By having (and utilizing) a fitness plan that will truly help you reach your personal goals.

The STS three-month workout system isn't just a series of DVDs. It's a complete fitness program that gives you a different workout every time.

No boredom. No repetition.

With STS, you follow a carefully planned workout program for either three or six months. We tell you when to work out. We tell you when to rest. We even tell you how much weight to lift. It's all done for you—all you have to do is insert the DVD and follow along. It's like having your own personal trainer.

We also provide a set of free online tools to record your progress. Logging your workouts can bring that extra level of consistency and change your body forever!

Key elements of what a good fitness plan should include are:

- An organized approach to weight training and exercise: Schedule specific days and times you will dedicate to achieving your fitness goals and stick with it! STS is the most comprehensive workout program ever to be released on DVD for the home exerciser. It is just like having your own personal trainer every day, but at a fraction of the cost.
- Using the correct weight for your current fitness level: The best results come from exercising intelligently and that includes using the correct weight to achieve great results while avoiding injury. Only the STS system tells you exactly what weights to use for your fitness level.
- A variety of exercises: Muscle confusion is a proven strategy for speedy success. If you want results you need to change your routine often. Only STS gives you a different workout every time and that means better results for you.
- A program that challenges the body a bit more each week: If your goal is to consistently improve your level of fitness then you must increase your workout intensity (in small increments) nearly every week. In the STS program you will slowly increase your weights almost every week to maximize your results.
- A method to track workouts and progress: Follow the transformation of your body and motivate yourself to raise the bar even higher by using our free online Workout Manager software!
- The right instructor: This is important... Find an instructor that you're comfortable with. One that will help you stay motivated and help you stick with the program. Who better than Cathe Friedrich, a certified trainer with over 26 years of teaching experience and over 120 fitness DVDs to her credit?

With Cathe's new STS (Shock Training System) DVD series, Cathe provides at-home exercisers with what they need to meet all these requirements and more, including:

- A total workout program over a 3 month period.
- Crystal clear video and audio that keeps you motivated, focused and never bored thanks to the amazing work of NFL Films.
- An online calculator that determines the right weight for every exercise for safer training and maximized results.
- A combination of previously done exercises with new exercises for better/faster muscle development.
- Exercises that push the body in progressively higher increments to build strength and fitness.
- An online workout manager that prints out a guideline for each day's workout and stores the information online for review or editing.
- An instructor who's a pioneer and leader in the exercise field. A long-time ACE-certified group fitness instructor, Cathe Friedrich holds specialty certifications in the health and fitness field, including body pump, kickboxing, yoga fit, boxing, resist-a-ball and more. Her videos have won awards from Self, Health, Fit and Fitness magazines. Her workouts air nationally 3 times a day on Discovery Channel's FitTV.

With Cathe's new STS DVD series, using the right weight reduces the wait for better results — and a better body — to just 3 months or less. The 40 DVD series is now available at [www.cathe.com](http://www.cathe.com).

Cathe dot Com has been providing high-quality home fitness DVDs to consumers for over 20 years. The company is guided by three principles: Professionalism, Passion, and Quality. The over 120 titles in the Cathe dot Com catalog each strive to deliver these ideals, and comprise the largest privately owned fitness video library in the world. Cathe dot Com also offers a stunning line of fitness accessories which are sold in over 1,000 retail stores nationwide.

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