Cathe Friedrich's Bio

For over 26 years, Cathe has been a leading innovator of the home exercise video industry. With over 120 workout titles to her credit, she created one of the first 'step' aerobic videos in 1989—and continues to produce fun, intense, and challenging workouts for all body types and fitness levels.

In 2008, Cathe partnered with Altus, a leading producer of fitness products, to form the Fitness by Cathe brand. Her fitness accessories and equipment can be found in over 1,000 retail stores nationwide, or purchased at shopcathe.com.

Cathe holds a long-time ACE primary certification, and has specialty fitness certifications in Indoor Cycling, Body Pump, Kickboxing, Boxing, Prenatal Fitness, Resist-A-Ball, Yoga Fit, and more.

Her award-winning fitness workouts have been featured in the *New York Times*, *Dallas News*, and the *Philadelphia Inquirer*. You've read about them in *Shape*, *Oxygen*, *Self*, *Health*, *Fit*, *Consumer Digest* and *Fitness* magazines. In addition, Cathe's workouts air nationally on the Discovery Channel's FitTV.

Cathe is the mother of two boys: Eric, age nine, and Kyle, age seven.

Cathe Dot Com History

In 1988, Cathe Friedrich and Chris Williams founded Step N Motion Videos, now known as Cathe dot Com. They were the first to sell fitness videos online—now, Cathe dot Com is one of the best-known fitness DVD sites on the web.

Cathe dot Com's mission is to provide customers a health club quality workout in the privacy of their own homes, never forgetting Cathe's three guiding principles: Professionalism, Passion, and Quality.

Over 120 fitness DVDs are featured in the Cathe dot Com catalogue, which is the largest privately owned fitness video library in the world.

In addition, Fitness by Cathe offers a stunning line of fitness accessories. They're sold in over 1,000 retail stores nationwide.

Cathe dot Com maintains the following websites: shopcathe.com, www.cathe.com, and www.thecathenation.com.