

X-FORCE BODY

MEDIA KIT



XFORCEBODY.COM

THE
FITNESS REVOLUTION
IS HERE!

X-FORCE BODY MEDIA KIT

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GUIDING PRINCIPLE

We are driven to help others create the freedom to be who they want to be, while becoming healthier, happier and more confident.

WHAT IS X-FORCE BODY?

X-Force Body is scientifically proven to be the country's fastest, most efficient and most sustainable fat-loss and muscle-gain program. Our proven results and unprecedented speed have generated longstanding support by both *Men's Health* and *Women's Health* magazines.

This program requires no special foods and only two 30-minute workout sessions per week on our unique X-Force tilting weight stack machines. Oh, and it requires discipline, dedication and the right mental attitude.

OUR SECRET WEAPON?

The patented X-Force tilting weight stack machines use the most advanced, innovative technology specifically designed to reshape the body in record-breaking time. These machines make the negative, or downward, phase of each lift much more efficient than other equipment by adding 40% more resistance. It is so effective that only two 30-minute workouts per week are required during the six-week program, with even fewer during subsequent maintenance phases.

A LITTLE MORE BACKGROUND, PLEASE.

X-Force Body is not a traditional boutique health club or gym, nor is it a weight-loss center. It's a whole new approach to fitness that solves your time issue around fitness. It's a one-of-a-kind program developed by renowned strength and fitness expert, **Ellington Darden, PhD**, and **Joe Cirulli**, founder and owner of **Gainesville Health & Fitness (GHF)**.

Research conducted by Dr. Darden at GHF resulted in the development of both the X-Force Body program and his best-selling book, *The Body Fat Breakthrough*.

Although the program has been through years of clinical trials, the first X-Force Body facility opened to the public in Palm Harbor, Florida, in January 2016. Currently, the only access to these unique machines is through our X-Force Body-Palm Harbor location.



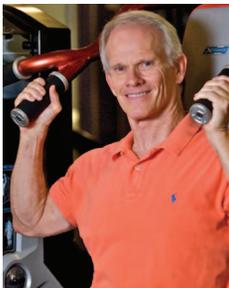
GHF was the only Florida company named one of "The Best Small Companies in America, 2016" by *Forbes*.

JOE CIRULLI

Founder and CEO, X-Force Body

Joe Cirulli is a fitness industry expert, renowned entrepreneur and legendary icon in the Gainesville community. Since 1978, his Gainesville Health & Fitness Centers (GHF) have grown to three clubs with over 26,000 members. GHF was the only Florida company named one of "The Best Small Companies in America, 2016" by *Forbes*. In addition to his newest venture, X-Force Body, Joe shares ownership of two ReQuest Physical Therapy rehabilitation centers.

An accomplished writer, Joe contributes to well-known publications such as *Peak Performance*, *CBI* and *Club Industry* magazines. He is also a sought-after speaker on business and the fitness industry for organizations around the world like IHRSA, IDEA, Club Industry, and BodyLife.



Dr. Darden was honored by the President's Council on Fitness, Sports and Nutrition as one of the top-10 health leaders in the country.

ELLINGTON DARDEN, PhD

Exercise Scientist, Developer of the X-Force Body Program

Author of more than 50 books, Ellington Darden, PhD, has more than 40 years' experience as a fitness expert and research scientist.

Dr. Darden's vast education includes bachelor's and master's degrees in physical education from Baylor University, a doctorate in exercise science from Florida State University, and post-doctoral study in food and nutrition. Director of Research for Nautilus Sports/Medical Industries for 20 years, he collaborated with founder Arthur Jones to develop and to popularize the highly-acclaimed Nautilus exercise machines.

Working with Nautilus led to many best-selling publications, including *The Nautilus Book*, *The Nautilus Diet*, *A Flat Stomach ASAP*, and *The New High Intensity Training*. His book, *The Body Fat Breakthrough*, resulted from research at Gainesville Health & Fitness and led to the development of the X-Force Body program.

In addition, Dr. Darden was honored by the President's Council on Fitness, Sports and Nutrition as one of the top-10 health leaders in the country.



ILIANA STOILOVA-ROGERS
Director, X-Force Body, Palm Harbor

Fitness expert Iliana Stoilova-Rogers' passion is health and fitness. After years of working in a rehabilitation hospital, Illy was inspired by Nautilus founder Arthur Jones and discovered her true calling as a personal trainer.

Introduced to the X-Force Body method of training by expert mentor Joe Cirulli, she found a new inspiration in her fitness knowledge quest. Illy is a firm believer that X-Force Body has revolutionized the fitness industry, and she is determined to teach this life-changing method to as many people as possible.



PARENT COMPANY

Gainesville Health & Fitness (GHF)

Founded in 1978, GHF is the largest, most innovative fitness facility in Gainesville—with more classes, more choices and more variety than any other health club in town. Members benefit from some of the most advanced programs available in the entire country.

With three unique clubs and with on-site physical therapy through ReQuest, members have the greatest access to overall health and wellness. And, with a culture of service and an esteemed reputation, it is no wonder GHF clients experience personal growth and transformation faster than anywhere else.

GHF: UNITED BY ONE VISION

To be one of the best companies *for the world.*

In the Gainesville community, GHF and its founder Joe Ciruilli have become synonymous with this vision. Below is a partial list of awards, achievements and recognitions:

2016 *Forbes Magazine* “The Best Small Companies in America”

2014 Business of the Year – Best Business Expansion, Gainesville Area

2014 Entrepreneur of the Year Award by University of Florida Center for Entrepreneurship

2014 Gainesville Area Chamber of Commerce Business of the Year: Best Expansion

2013 Ethics in Business Award by Gainesville Rotary

2012 Lifetime Achievement Award by Club Industry

2004 Distinguished Entrepreneur for Lifetime Achievement Award

2003 GHFC received Platinum Workplace Award from the Wellness Council of America

2001 GHFC named World Fitness Center of the Year by the European Conference

1996 GHFC named among top-8 health clubs in the USA by Men’s Health magazine

1996 IHRSA named the Gainesville Health & Fitness Center Sales Team #1 in the world

1996 Identified by IHRSA among the 5 cleanest clubs in the world (“The Clean Machine”)



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RECENT PRESS

News Channel 8

"Workout Craze: X-Force Body uses negative training to achieve positive results"
<http://wfla.com/XForceBody>

News Channel 10

"Cereal for Summer: Serious cereal donation"
<http://www.wtsp.com/XForceBody>

The 21 Convention

"Ellington Darden, PhD"
<http://www.the21convention.com/DrDarden>

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