

**\*\*\*PRESS RELEASE\*\*\***

**FITNESS TRAINING GETS MORE EFFICIENT & ACCURATE  
BodyEvolver Leads the Way With an Innovative New  
Software Tool to Help Grow Trainers' Business**

Gyms, fitness centers, and training staffs now have a new and powerful weapon available in their efforts to achieve efficiency of operation, effective results with clients, and ultimately a boost to their financial bottom line. BodyEvolver has developed a software framework that serves as a business solution to help physical trainers and offer a powerful leg up in the competitive marketplace.

The cutting-edge BodyEvolver software provides trainers with the ability to easily measure, track, and plan clients' progress with Patent Pending tools that motivate, educate, and inspire clients to make more informed decisions about exercise and diet.

"Those better decisions pave the way for more effective results with individual clients," explains veteran trainer and BodyEvolver developer Mike D'Angelo. "They help with better client retention and more referrals overall -- and therefore help your business to grow in a highly competitive field."

Meanwhile, the online system also saves time, effort, and energy for trainers: It offers them a web-based data management of clients' personal information, and precise physical data that outlines both personal progress and the best methods to achieving specific goals. This system can be accessed remotely from anywhere, giving trainers access to clients' information in an easy, streamlined fashion.

Additionally, embedded within the database is a system for communicating with clients between appointments that synchs emails with their latest data, measurements, and goals.

This option further helps keep clients motivated and engaged -- as does the software's unique physical measuring system, which is accurate enough to keep clients exactly in tune with their fitness status. "Having that kind of communication with clients, and giving them data they know they can completely trust makes trainers look like rock stars to clients," says D'Angelo. "It shows them to be trainers who are truly worthy of investing in."

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