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-For the 'hip' and fit
THE BURN MACHINE® HEATS UP PERSONAL FITNESS
Classical Pianist Invents Revolutionary Asymmetrical Barbell System
To Build Core Strength

DEARBORN, MI – October 15, 2007 – For fitness enthusiasts, professional body builders, rehabilitation professionals, the wheelchair-bound and any consumers looking for a better fitness routine, The Burn Machine® has become the newest option to strengthen core muscles and burn calories. What separates The Burn Machine from other free weights is its sleek chrome-plated asymmetrical barbell system that features a center bar with a patented sliding “burn” counterweight that can be positioned either to the left or right, changing the body’s center of gravity. As you exercise, more stress is placed on one side of the body, providing more muscle burn with fewer repetitions.

Yuri Raven, a Michigan-based classical pianist, writer and tennis coach, who is dedicated to a healthy lifestyle, developed The Burn Machine, designed for just about any age or level of fitness. Because of the importance to protect his hands, Raven also incorporated 360° rotating cushioned grips that permit users to find their most comfortable position when using the product.

All human motion is asymmetrical. “This revolutionary asymmetrical barbell is designed to strengthen and develop the muscles of the body while simultaneously engaging the oblique and abdominal core. It is compact, easily transportable and indispensable for golfers, tennis players and anyone wishing to double or triple their upper body core strength,” said Raven.

Patrick Netter, the “Gear Guru,” included The Burn Machine in his top ten gear picks. “The Burn Machine blows away old-school barbells by avoiding a misguided emphasis on symmetrical lifting or perfectly balanced loads. That may be fine for forklifts, but it’s not necessarily how our bodies work.”

Raven explained that The Burn Machine Speed Bag unit emulates a boxer working his arm muscles. “This model is excellent for enhancing cardio-aerobic conditioning while toning arm muscles. It is also ideal for the wheelchair-bound or those needing physical arm and upper body strengthening therapy.”



The Cross Trainer



The Speed Bag



Ultimate Burn Machine

Six Ways to Burn

This compact fitness system is available in six models: The Cross Trainer (12 lb. Intermediate and 20 lb. Professional), The Universal, The Ultimate and The Speed Bag (8 lb. Intermediate and 12 lb. Professional). The Cross Trainer, Universal and Ultimate models can incorporate innumerable muscle building and tendon strengthening exercises. The Ultimate model features crescent-shaped weights, shorter than normal barbells with a flat profile making storage convenient. All models are shipped with a custom, zippered tote bag. All models except the Speed Bag also include a display stand.

For more information on The Burn Machine log on at www.theburnmachine.com, or call Portfolio XXI at 586-447-2001.