



PRESS RELEASE

New Core Training Exercise Device with a Gyroscopic Twist!

Las Vegas, NV—**DFX SPORTS & FITNESS**, makers of gyroscopic exercise balls, has announced a new hand-held device it claims will shake the fitness industry to its core. Called the Dynamax Core Trainer, this futuristic looking machine is designed to deliver a powerful upper body and core training workout in only 5 minutes a day.



“Just pull the easy starter cord to activate the Dynamax, grip the high performance foam handles, and get ready for the gyroscopic ride of your life,” says Farren Mataele, **DFX SPORTS & FITNESS** CEO. “People are amazed that a machine that weights only 4 pounds can generate up to 8,000 RPMs, while producing over 200 pounds of dynamic resistance.”

The Dynamax features variable resistance so a person can use Dynamax at his or her own pace. “The faster you get the gyro spinning... the more resistance you’ll feel,” added Farren. “We are finding that people are skipping their usual trip to the fitness center in favor of staying home to use Dynamax. True, it delivers an amazing workout... but it’s the fun factor that keeps our customers using it.”

And for an added dramatic effect, the Dynamax also lights up.

“The faster the Dynamax Gyro spins, the more spectacular the LED light show. It is visually motivating and stimulating, because not only do people feel themselves getting stronger and healthier—they can see their progress as well,” says Farren.

The Dynamax was designed to replace many free weight exercises, while providing a powerful upper body and core workout.

For more information about this noteworthy new addition to the core training market, please call 800-480-8084 or go to www.mydfx.com.