



PRESS RELEASE

Form meets function with the Extreme Steel Fitness Gyro from DFX SPORTS & FITNESS!

Las Vegas, NV – **DFX SPORTS & FITNESS**, creators of the popular lineup of hand-held fitness gyroscopes known as PowerBalls – recently announced the release of its latest hand-held innovation, **Extreme Steel**.



This flawlessly finished, mirror-chrome masterpiece has vaulted to the top of Powerball Gyro food chain. Not only will you get an awesome workout—thanks to the raw power of **Extreme Steel**—but it looks amazing simply sitting on your desk or coffee table enclosed in its futuristic, all-transparent two-piece magnetic display case. No question about it – form & function has collided at **DFX SPORTS & FITNESS!**

Extreme Steel delivers over 60 pounds of silky-smooth dynamic resistance in the palm of your hands. Whether you want to take your game to the next level, need to recover from a hand or arm injury, or simply want to sculpt, shape and tone your body -- the **DFX** Lineup of Gyros are ideal for anybody at any age! **Extreme Steel** is so small, it fits anywhere... yet so powerful, people see and feel results in just minutes a day.

Describing the **Extreme Steel** experience is challenging at best, because you have never felt anything like it before. But imagine a sphere the approximate size of a tennis ball that feels as though you are lifting a 60-pound dumbbell when spinning at full speed. This may sound impossible, but it's true. The faster the **Extreme Steel** spins, the more resistance (or weight) is automatically added. In this way, users progress at their own pace simply by speeding up... or slowing down the Powerball gyro.

The patented **Extreme Steel** exerciser reaches up to 21,000 RPMs and creates over 60 pounds of dynamic resistance to increase grip strength, range of motion, and to condition arm, elbow, and shoulder muscles. “Our customers report feeling the toning and strengthening begin in their forearms, biceps, shoulders, wrists and hands,” said Farren Mataele, CEO of **DFX SPORTS & FITNESS**. “**Extreme Steel** is great for people who participate in sports, have experienced a repetitive stress injury such as Carpal Tunnel — or simply look better in their favorite sleeveless top. Best of all, since the dynamic resistance is controlled by the user, our customers get to progress at their own pace!” “Most of all,” Mataele adds, “**Extreme Steel** is just plain fun to use!”

For more information on the Extreme Steel, contact: 800-480-8084 or visit: www.mydfx.com.