



**FOR IMMEDIATE RELEASE**

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## **Inter/Media's InterQuantum™ Strikes Gold with StrikeTrainer™**

***Agency to Launch New Workout Product With Fitness Hall of Famer John Abdo as Spokesman and Program Developer***

**ENCINO, CA (February 25, 2008)** – It's that time of the year when people set their sights on losing weight and getting in shape, but then the excuses take over—too busy, gym membership is too expensive, traveling too much, work outs are repetitive. But a highly effective and fun new product –StrikeTrainer™--that InterQuantum™ is launching via direct response this month will do away with all the excuses.

The new-to-market StrikeTrainer™, from Responsive Products, is an affordable and highly diverse fitness product that allows people to get a full cardio and core workout anytime, anywhere. The StrikeTrainer's patent-pending shock absorbing "Strike - Spin" technology separates it into a class all its own. It's extremely lightweight, versatile and very easy to use. At \$19.95, StrikeTrainer™ is affordable and can provide a great overall body workout in as little as six minutes. For all ages and fitness levels, StrikeTrainer™ is a fun piece of fitness and kickboxing equipment that won't end up collecting dust in the corner of the garage.

Different routines designed by Fitness Hall of Famer John Abdo allow the individual to have fun while targeting specific muscles groups in the arms, abs, thighs, buns and everywhere else. StrikeTrainer™ provides a great workout whether the user is looking to burn fat, work up a sweat, develop muscle definition or boost overall energy levels and stamina.



With StrikeTrainer™ the user controls the pace and intensity of his or her workout. Buyers receive the Strike Trainer unit, a matching wall mount, Abdo's DVD featuring three workouts (Kicking Abs, Kicking Butt and Fat Knockout) and a StrikeTrainer™ wall chart showing various workout exercises.

Anthony Raissen, President of InterQuantum, one of the Inter/Media Group of Companies™, said that Abdo will appear in a direct response campaign focusing on national cable, radio, print and web.

John Abdo is regarded worldwide as an authority on life motivation, health, fitness and athletic conditioning. As a former Olympic trainer, Abdo has trained numerous Olympic and World-Class athletes in a variety of sports. Recently inducted into the National Fitness Hall of Fame, Abdo hosted his own weekly syndicated television series *Training & Nutrition 2000* in the years from 1985 to 1997. With audiences reaching more than 50 million households, Abdo established himself as one of the most visible motivational educators for legions of athletes, fitness enthusiasts and coaches nationwide. Today, Abdo has millions of people around the world using his fitness and training systems. As a highly in-demand editorial consultant, he provides regular contributions to popular magazines such as *Men's Health*, *Details*, *Outside*, *Women's World*, and *Muscle & Fitness*.

"The Inter/Media Companies have a very long and highly successful track record with driving sales for fitness equipment via direct response--Nordic Track, Tae Bo, AbWorks and Slendertone AB Belts, to name a few," said Raissen. "With its affordable price point, StrikeTrainer™ is perfect for the market today when people are now carefully watching their pennies and want something that provides a great workout, flexibility, simplicity and convenience."

For more information on StrikeTrainer™, go to [www.striketrainer.com](http://www.striketrainer.com)

### **InterQuantum**

Headed by entrepreneurs Anthony and Lauren Raissen, who conceived, created and marketed the phenomenally successful BreathAsure natural breath freshener that became a global multi-million dollar powerhouse, InterQuantum helps companies plan, strategize and manage their growth. InterQuantum clients include startups, as well as established businesses representing these different industries: traditional product direct response, lead generation, and retail. InterQuantum, one of Inter/Media Group of Companies, assists them with evaluating the market, positioning their products, leveraging their assets, navigating the retailer relationship and insuring sell through. For more information on InterQuantum, contact Anthony Raissen at (818) 995-6812 or email: [Anthony@interquantum.com](mailto:Anthony@interquantum.com)

### **About Inter/Media Group of Companies**

Inter/Media Advertising® is a fully horizontal integrated \$400-million advertising agency and media organization that uniquely blends direct response advertising with general market techniques. Founded in 1974 and recognized as a major force in the direct response advertising industry, Inter/Media also specializes in retail brand building and advertising support. Inter/Media's proprietary and precedent-setting lead/sales tracking system AccuTrack® provides clients with statistical data on the specific origin of each customer response, enabling clients to maximize the value of vanity phone numbers. The company is comprised of seven business

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units--Inter/Media Advertising® (strategy, planning and research), Inter/Media Time Buying Corp® (offline media execution), Inter/Media Interactive™ (online planning, buying and creative), Mediapoint Network® (Performance-based advertising), Inter/Image Productions®, Inter/Post Productions® Editorial, and InterQuantum™ (retail brokering, marketing consulting)--which operate interactively to service client needs. For more information, go to <http://www.intermedia-advertising.com>.

**EDITORS NOTE: 300 dpi downloadable photos are available at  
[www.intermedia-advertising.com](http://www.intermedia-advertising.com)**

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