

**PRESS RELEASE OCTOBER 2009**

For immediate release

**Full WebRacing™ range on show for first time ever**

This month saw the launch of WebRacing™ - the cutting edge technology which combines static exercise equipment with online gaming. The full range, which includes a bike, cross trainer, treadmill and Nordic Skier, was on display for the first time ever in an exclusive private showing at The Cavendish Hotel in London.



The new interactive fitness machines are set to cause a storm when they launch on the high street and in leisure clubs next year with retail prices starting from as little as £500.

“Currently the machines connect by wire to your home PC, allowing you to view yourself as a virtual racer, competing against other online players or just against your own ghost rider” says Duncan Lawson from Instyle Fitness, the company which have pioneered WebRacing™. “The technology is evolving rapidly and by January we are expecting to have wireless versions available.”

Users can choose which course they want to try their hand at, from the wonderful to

the wacky. Cyclists, for example, can ride a virtual track on roads, famous courses, through mountains, cross-country, in a velodrome or even on the moon!

"This is great way for the family to keep fit together – adults and kids love it" says Duncan. "Traditional exercise equipment offers no interaction or mental stimulation, whereas WebRacing™ keeps you focused and psychologically engaged, meaning you burn more calories and achieve greater muscle tone over the same period."

- Ends -

Word count: 243

**MEDIA CONTACT:** Mark Prevett, Positive Creative.  
E: [mark@positivecreative.co.uk](mailto:mark@positivecreative.co.uk), M: 0777 5688 419

Photo shows Duncan Lawson and Gavin Harrison from Instyle Fitness. A hi res version is available on request.