

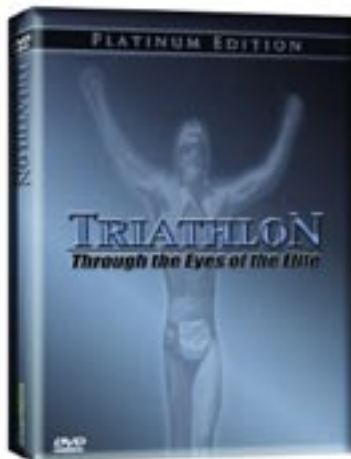


## **Performance Stretching for Multi-Sport**

Stretching and flexibility are key components in performance enhancement and injury prevention and should be incorporated into every athlete's training regimen. Most successful athletes schedule this vital aspect of training into their programs just like any other sport.

Performance Stretching for Multi-Sport is an informative and motivational sport specific stretching routine. It has been scientifically designed by multi-sport coaches Lee and Erinne Zohlman to enhance athletic performance, increase the body's recovery time post workout, and prevent nagging or acute injuries. Whether it's swimming, biking and running or golf and tennis, a comprehensive stretching routine will enhance your performance in any sport and keep you injury free. So get out your stretching mats, take off your shoes, and come stretch with us!

DVD Includes: 40 minute athletic stretching routine, sport specific stretching, and professional testimony by Ryan Bolton, professional triathlete and Ironman Champion.



## **Endurance Films Triathlon: Through the Eyes of the Elite**

Today, Triathlon has evolved from its rudimentary beginnings in Mission Bay into an endurance event of immense international appeal. Deeply embedded in the public consciousness, Triathlon is now poised to debut as the inaugural event of the 2000 Summer Olympic games in Sydney, Australia.

What is it about the sport and its competitors that intrigue so many people worldwide?

Triathlon: Through the Eyes of the Elite tells the dramatic and compelling stories that revolve around the young sport of Triathlon. From an in-depth and truly unique perspective, we share both the historical documentation and evolution of the sport as well as the lifestyle, perseverance and passion of the professional triathlete. Our film is essentially a "behind the scenes" look at the sport of Triathlon with the Olympics serving as the dramatic backdrop.

**FEATURING:**  
Wes Hobson  
Ryan Bolton  
Hunter Kemper  
Siri Lindley  
Barb Lindquist  
Joanna Zeiger



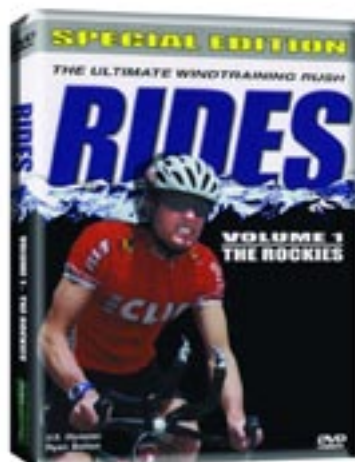
## Evolution Running: Run Faster with Fewer Injuries

Athletes in every sport except running devote enormous attention to perfecting even minute details of the movements they will be required to produce in competition. Running coaches just tell their athletes to run longer and harder.

Runners, and their coaches, have basically ignored technique for years, assuming that their natural stride will give them efficiency and injury resistance. We have found that this simply is not the case.

For the past decade, African runners have dominated distance running at its highest levels. Research on what makes these runners faster consistently demonstrates normal VO2 Max and lactate threshold levels for elite runners. Their height, weight, and limb-length ratios all fall into the normal category. Clearly and consistently, what sets the great African runners apart is that they are more efficient than their competitors, running faster without expending more energy. Experts in running economy agree that running barefoot through childhood contributes significantly to the extraordinary economy of these athletes. We're not suggesting that you run barefoot. We are suggesting that you take the time and effort to learn the techniques that may be more natural running barefoot, and implement them into your shoe-running technique.

## RIDES: Volume 1-The Rockies



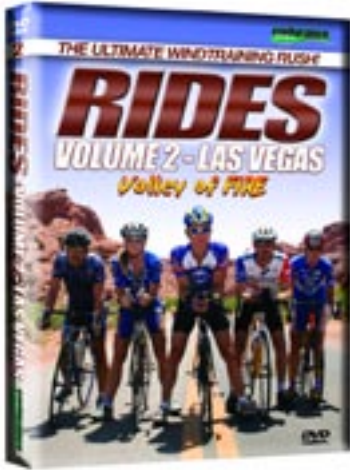
RIDES ~ VOLUME 1: THE ROCKIES is the first in a series of indoor cycling workout videos that improve fundamental cycling techniques, increase overall riding strength, and significantly enhance the indoor training experience.

RIDES breaks away from the traditional indoor cycling workouts currently on the market by taking its audience on a 1-hour training ride in the beautiful Rocky Mountains of Colorado with some of the best riders in the world. The workout is presented using digitally enhanced graphics, a pop up video style format, picture-in-picture testimonials and features world class triathletes Ryan Bolton, Tony DeBoom, Wes Hobson, and Pat Brown, as well as US Pro Cyclist Dirk Friel and Team Mercury Champion Scott Moninger.

The RIDES workout focuses on hill-climbing and descending, cadence, breakaways, isolated leg training, pace-lining, and is fueled by a fast paced, powerful soundtrack that keeps its audience continually motivated and inspired.

The DVD edition features bonus material including commentary on correct cycling form and pedal mechanics by world class coach and author Joe Friel, proper bike fit and position with specialist Robert Kaplan, and several indoor sample-training workouts written by top US Pros.

SPONSORS: JOE FRIEL'S ULTRAFIT, CLIF BAR, KURT KINETIC TRAINERS



## **RIDES: Volume 2 - Las Vegas**

The ultimate windtraining rush is back!

"RIDES: Volume 2 - Las Vegas" is the much anticipated second installment in the RIDES training series. Join the areas top cyclists and triathletes on a group training ride through beautiful Valley of Fire State Park. If you can hang, this 60 minute ride filled with tough strength intervals, relentless rollers and sharp inclines/descents will take you through parts of Las Vegas few get to explore.

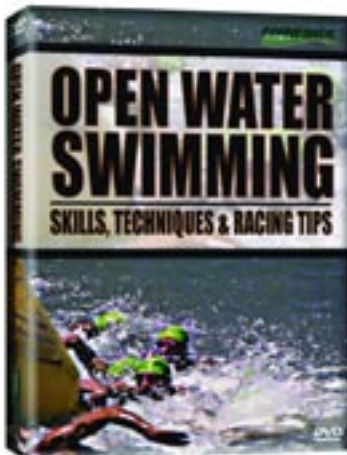
Workout designed by Wes Hobson, former elite triathlete, coach and author of "Workouts in a Binder for Indoor Cycling."

Produced for indoor bike training, "Rides" provides an inspirational and motivational workout set to a groovin' soundtrack. It is a one of a kind training video that will significantly enhance your indoor cycling experience.

New Graphic Interface Features:

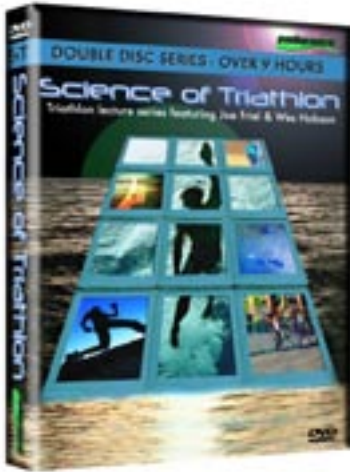
- Interval and workout timers
- RPE power level
- Critical Power and Heart Rate Zone for more advanced riders!
- Grade of incline
- Course topography
- Cycling Training Tips
- Regional Factoids
- Motivational Quotes

## **Open Water Swimming - Skills, Techniques & Racing Tips**



Open water swimming can be one of the most exhilarating and spectacular experiences. Or...it can be an intimidating and fearful one. What you do in preparation for open water swimming can have a big effect on how enjoyable your experience will be. Led by personal multi-sport trainers Michael Collins and Gerry Rodrigues, Open Water Swimming-Skills, Techniques, & Racing Tips takes you through the steps and skills, both fundamental and advanced, needed to perform to the best of your ability while enjoying open water and triathlon competitions.

From the sandy shores of Southern California, to triathlon competitions worldwide, Open Water Swimming is a unique training guide for all levels of swimmers and triathletes. Collins and Rodrigues demonstrate fundamental swimming skills, course evaluation and advanced skills and racing techniques in an easy to follow interactive DVD format



## Science of Triathlon - Lecture Series

Triathlon is a very complex sport, but it is one that you can improve in if you understand the basic scientific principles of training and methods and techniques used by elite athletes. Now, for the first time, you can benefit from this wealth of knowledge previously only available at exclusive camps and clinics...all within the comfort of your own home.

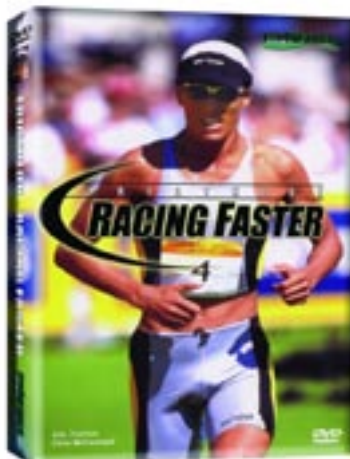
Science of Triathlon, spanning over 9 comprehensive hours, will serve as a pragmatic tool whatever your age or ability. You will not only learn to improve your techniques in swimming, biking and running, but more importantly gain a better understanding of the dynamics of the sport of triathlon and how to best fit it into your busy lifestyle.

2-DISC SET: Over 9 Hours of comprehensive triathlon training.

FEATURING: Joe Friel, Wes Hobson, Bruce Gottlieb

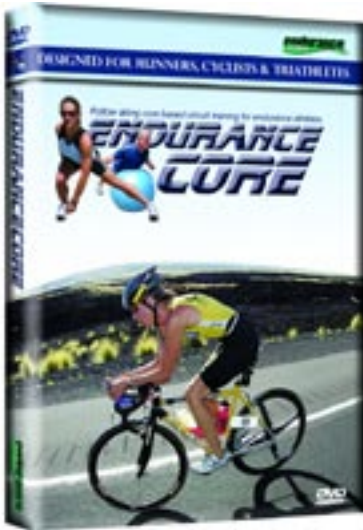
Topics include:

- \* Periodization
- \* Goal Setting / Time Management
- \* Visualization / Mental Preparation
- \* Planning your Training Week
- \* Nutrition
- \* Transitions
- \* DRILLS: Running, Swimming, Biking



## Endurance Films Triathlon: Racing Faster

Through the guidance of CO-hosts Wes Hobson, a former top professional triathlete, coach and author and Michelle Blessing, the USA Triathlon National Team Coach, Racing Faster visits with some of the world's top ranked triathletes and well-known coaches including Chris McCormack, Barb Lindquist, Ryan Bolton, Tony DeBoom, and Joe Friel. From novice to elite, Racing Faster serves as a unique and pragmatic guide to racing smarter and faster in triathlon competitions.



## ENDURANCE CORE

This follow along strength and conditioning program is designed specifically for the endurance athlete. Workouts are divided into several easy to follow endurance sport specific routines including novice, intermediate and advanced progressions. Whether you are a newbie or a seasoned veteran, Core training is the key to maximizing power, preventing injury and enhancing performance.

Bonus combo workouts include off the bike training featuring segments from RIDES: Volume 2.

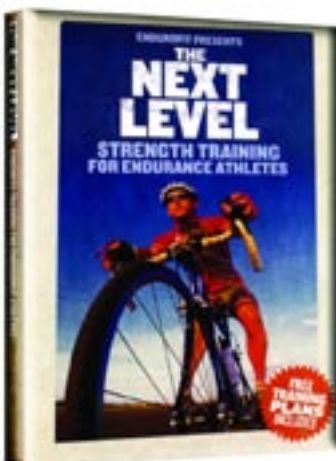


## TriathlonCore - DVD & eBook

A Strength and Conditioning System for Triathletes from Newbie to Elite in a comprehensive DVD/eBook combo.

DVD/eBook covers:

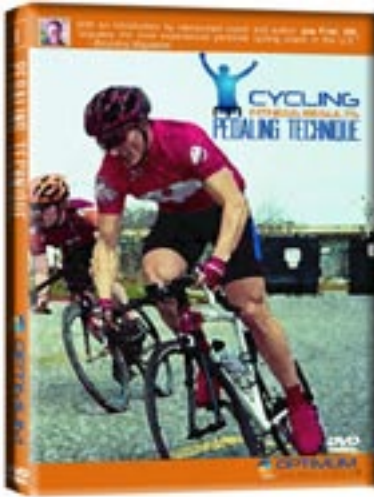
- Warm-up before activity utilizing dynamic stretches
- Static and dynamic core exercises
- Running specific balance exercises
- Power exercises that help with performance
- Functional strength training exercises for specific sport strength transfer
- Recovery tips to avoid overtraining
- Programs specific to sprint through Ironman distance



## The Next Level: Strength Training for Endurance Athletes

Created by expert coaches and athletes focused on your performance. We will show you how to put together each workout and perform every exercise to absolute precision; this ensures your training will be safe and effective.

Improve your endurance sports performance, prevent injury and get into the best shape of your life! Whether you're a runner, cyclist, swimmer or all three, you will reap the gains from this program and take your performance to the next level.



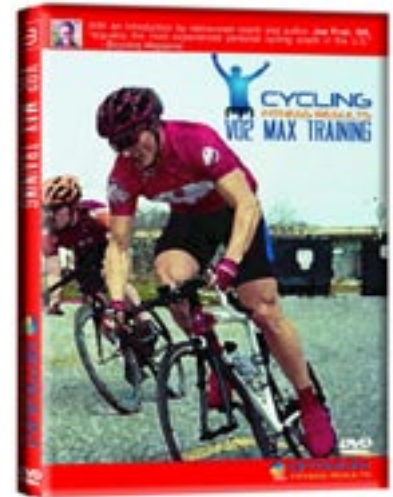
**Volume 1: Pedaling Technique**  
These workouts were developed to teach proper pedaling mechanics. Learn how to spin the pedals with suppleness and efficiently apply power. Develop efficient pedaling techniques. Ride faster and further without depleting your energy reserves!

Workout 1: 44:00  
Workout 2: 59:00  
Workout 3: 1:14:00



**Volume 2: Pedaling Strength**  
These workouts will develop cycling specific strength. Transfer strength gained during weight training to actual pedaling strength on the road. These workouts produce high tension in fast twitch muscle fibers. Lead the pack up long sustained climbs!

Workout 1: 1:25:00  
Workout 2: 1:40:00  
Workout 3: 1:55:00



**Volume 3: VO2 Max Training**  
These workouts will increase your VO2 Max capacity. VO2 Max is the maximum amount of oxygen delivered to the muscle and is a measurement of a strong cyclist. The VO2 Max Intervals increase the oxygen supply to muscles. Bridge gaps and cover attacks with ease!

Workout 1: 56:00  
Workout 2: 1:02:00  
Workout 3: 1:08:00

**Volume 4: Lactate Threshold**  
These workouts will increase your Lactate Threshold. Once lactic acid accumulates in the muscles, fatigue sets in, and you are forced to slow down. Training with Lactate Threshold Intervals teaches the body to tolerate lactic acid and increase speed at this level. Set your personal record in a time trial or simply stay with the lead group off the front of the pack!

Workout 1: 1:10:00  
Workout 2: 1:20:00  
Workout 3: 1:30:00

**Volume 5: Anaerobic Power**  
These high power workouts will assist in the tolerance and buffering of lactic acid and utilizes it as an additional source of energy. Attack the pack and power away to the finish line!

Workout 1: 48:00  
Workout 2: 50:00  
Workout 3: 52:00

**Volume 6: Climbing Acceleration**  
These workouts will improve your ability to adapt to changes in intensity during long climbs. These workouts assist in developing and clearing lactate while under high resistance such as climbing. Attack and recovery on climbs!

Workout 1: 50:00  
Workout 2: 53:00  
Workout 3: 56:00

