



FOR IMMEDIATE RELEASE

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DOTFIT PARTNERS WITH HEALTH & FITNESS PROVIDER NETWORK
Independent fitness professionals support dotFIT products & programs

WESTLAKE VILLAGE, Calif. (October 1, 2010) – dotFIT Worldwide announces its strategic partnership with HFPN (Health & Fitness Provider Network). HFPN provides a business platform for independent health and fitness professionals to facilitate lasting relationships with clients while staying up-to-date on the latest news and industry information.

This partnership with HFPN allows dotFIT to deliver unlimited on-demand support for its international network of more than 500 licensees through independent fitness professionals around the world. Partnering with HFPN assures reliable, expert support for every member who uses the dotFIT program. It also allows for continual success among licensees that use the dotFIT platform to grow service revenue and improve member retention.

HFPN has over 6,000 members and adds 400 more each month who are certified by both NASM (National Academy of Sports Medicine) and dotFIT. An HFPN fitness professional has many functions, including

- Installation, integration and implementation of the dotFIT program
- Exercise & nutrition education
- Personal training education
- Nutrition- and supplement-sales training
- Staff and member seminars

dotFIT offers the only online fitness and nutrition program endorsed by the National Academy of Sports Medicine and supported by their Optimum Performance Training (OPT) System, which is used by the top fitness clubs and personal trainers and millions of people worldwide. Whatever a person's fitness goals—to lose weight, improve athletic performance, or improve health, dotFIT has the proven solution, and now with HFPN, the service team to support it.

About dotFIT Worldwide:

Founded in 2008 by a seasoned team of leading fitness industry visionaries, dotFIT Worldwide is rapidly becoming the leader in personalized holistic health and fitness solutions. The company's unique online platform, dotFIT.com provides the proven essentials needed for people to eat, live and feel better. Driven by dotFIT's custom Fitness Intelligence Technology, the platform provides a wealth of customized online digital assets, real-time monitoring and progress capabilities, exercise and nutrition programs, nutrition products and access to professional trainers certified by the National Academy of Sports Medicine. For more information visit: www.dotfit.com or www.dotFITWorldwide.com.

About HFPN:

HFPN is a network of certified personal trainers, and allied health professionals armed with world class tools and systems to deliver health & fitness to the masses. The combination of connectivity, coaching, online fitness solutions and outstanding business resources creates a unique and unmatched opportunity for the health and fitness professional. HFPN is committed to transforming the lives of millions by joining clients with the people and resources that can help them reach their health and fitness goals. For more information visit HFPN.com or call 1-866-794-2771.