



**FOR IMMEDIATE RELEASE**

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**DOTFIT WORLDWIDE PARTNERS WITH TECHNOLOGY LEADER INTER-IMAGES**  
***dotFIT® Products and Programs are integrated with Visual Fitness Planner™***

**WESTLAKE VILLAGE, Calif. (April 1, 2010)** – dotFIT Worldwide announces its partnership with Inter-images, creator of the interactive software program Visual Fitness Planner™ (VFP). Visual Fitness Planner shows club members and potential members the results they can achieve with specific combinations of cardiovascular training, resistance training, a personalized nutrition and lifestyle program and nutritional products. VFP is a desktop program used by fitness professionals to help their clients establish their goals, and is used throughout the fitness industry by a variety of successful companies including Gold’s Gym and YMCA. The program utilizes powerful 3D "Body Morphing" technology to illustrate the dramatic benefits of a personalized and targeted weight and fat-loss programs to lower all major health risks.

Visual Fitness Planner has integrated the dotFIT program into its platform to provide gym members with personalized nutrition, fitness and dietary supplement recommendations and access to the only online program endorsed by the National Academy of Sports Medicine.

dotFIT, the leading provider of online nutrition and fitness solutions, offers an extensive variety of meal replacement, nutrition bars and dietary supplements to help people achieve their health and fitness goals.

“We recognized that being able to actually show people their desired outcome in a graphical way would enable clubs to sell health and fitness based on something people could see and understand,” said Inter-images CEO Daron Allen. “Our partnership with dotFIT allows us to integrate the best online nutrition and fitness program along with an extensive line of science-backed dietary supplements into our software that helps people realize their desired outcome. Not only can we show people their potential, we have dotFIT to deliver the results. This important strategic partnership will take VFP to the next level.”

dotFIT CEO and founder Neal Spruce stated “VFP and dotFIT are a powerful combination. VFP shows people how they can change the way they look based on proper nutrition and fitness programming and dotFIT provides the solutions to help them achieve their goals in the shortest amount of time possible. And club owners will appreciate that the dotFIT program supports their personal training program because it is delivered by their trainers.”

To learn more about partnering with dotFIT and VFP, send an email to [sales@dotFIT.com](mailto:sales@dotFIT.com).

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**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.dotfitww.com](http://www.dotfitww.com).

**About Inter-Images:**

Founded in 1999, The **Visual Fitness Planner (VFP)** technology sets the health club industry standard for sales and marketing by providing a turn-key system for marketing, capturing and integrating new members into a healthy lifestyle change. The company has been driving success in the health club industry for over 10 years. The technology automates existing sales, marketing and orientation systems with the power of visually impacting technology. VFP calculates a person's health risks for diseases, predicts their “health age”, creates a 3-D image of their body and calculates exactly how long it will take to achieve their goals. For more information visit: [www.vfp.us](http://www.vfp.us).