



## Media Kit

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This media kit & graphics are also available online at [http://www.workoutsforwomen.com/press\\_box.asp](http://www.workoutsforwomen.com/press_box.asp)

### **Workouts For Women, Inc.**

13799 Park Boulevard North #274 • Seminole, Florida 33776  
Phone 727•391•0251 Fax 727•391•0589

[www.workoutsforwomen.com](http://www.workoutsforwomen.com) • [info@workoutsforwomen.com](mailto:info@workoutsforwomen.com)



## About Workouts For Women

Our mission at Workouts For Women is to offer women support as they work towards achieving their fitness potential, by providing them with the guidance and gentle motivation necessary for successful results. The philosophy that drives Workouts For Women is to establish a foundation of empowerment and confidence within women, through a lifestyle that embraces physical fitness.

Guided by certified personal trainer and founder Joni Hyde, Workouts For Women utilizes circuit training to help reshape and sculpt the feminine physique. Currently, circuit training is the most sought after exercise program because it combines cardiovascular exercise, strength training, and variety for the most effective and time efficient workout.

Originally founded in 1997 as a personal training service, Workouts For Women had a modest beginning. After working one-on-one with many women, Joni experienced that her unique brand of circuit training was extremely effective.

Determined to help more women obtain physical fitness, in 1998 we launched our on-line personal training website that reaches thousands of women all over the world. Setting us apart from other on-line personal trainers, [www.WorkoutsForWomen.com](http://www.WorkoutsForWomen.com) offers different exercises every week geared towards the many different fitness levels of our members. In addition to the 400 different exercises offered, we also include personalized email consultations with a certified personal trainer, the option of having a workout buddy via email, and our on-line fitness forum. Based primarily upon our members' physical and emotional successes, we have established ourselves as the premier at home personal training service.

Recently, Workouts For Women has expanded our circuit-training program to include an innovative, interactive DVD. Bursting with variety, our DVD offers over 90 different exercises and 10 total-body circuit workouts. Each of the ten circuits can be completed in less than twelve minutes. Because of the versatility of this program, beginners are able to comfortably ease themselves into the exercise routine while the more experienced exerciser may choose to increase the intensity level by adding more rotations. For a full-length workout, women may choose the consecutive replay option that will provide up to a 45-minute workout. In the near future, Workouts For Women plans to release an additional 3 DVDs that will be geared towards the "rookie, pro, and all-star" fitness levels.

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## Joni Hyde, Biography

Born and raised in St. Petersburg, Florida, Joni Hyde has had a love of sports and fitness since she was a child. At the early age of eight, she began her training in Tae Kwon Do where at the age of sixteen she earned her black belt. While progressing in the martial arts, she had the energy and fervor to participate in extra-curricular cheerleading and basketball.

At sixteen Joni took her first aerobics class and discovered her true calling. She decided to teach aerobics classes on a part-time basis. A few years later, making a pivotal career change, she left a promising future in real estate management to pursue her passion for fitness as a full-time endeavor.

Joni started her career in fitness as a personal trainer exclusively for women. "I don't agree with the concept that one program fits both men and women," she states. Her instruction is focused on 'improving women's self esteem through a lifestyle that embraces physical fitness.' It was this sentiment that became her motivation to reach more women.

In 1998 Joni launched [www.WorkoutsForWomen.com](http://www.WorkoutsForWomen.com). Working to create empowerment and confidence within women is the philosophy that makes Workouts For Women successful. Understanding the distinctive needs of women during their pregnancy, Joni while pregnant herself, expanded Workouts For Women to include a specially tailored program for moms-to-be. This is one example of the thoroughness and foresight in which she helps women achieve physical fitness in every circumstance.

With over thirteen years of professional experience, Joni is a well-respected individual in the fitness community. She has worked with professionals Tony Little, Body by Jake and Jeff Everson on various fitness projects. Also, she has made several television appearances including an NBC affiliate where she was featured as the fitness expert in a four week long segment about women's fitness. Additionally, Joni's work has been recognized by prestigious publications such as; Time, Self, Fitness, Shape, Consumer Reports on Health, and Seventeen, just to name a few.

Always striving to reach and inspire more women, Joni has invented an interactive DVD program that brings ten weeks of circuit training directly into their living rooms. Leading others in the fitness industry, her innovative DVD is cutting-edge and right on time. With the future in mind, she plans to release a series of DVDs that will closely follow the release of the first.

Fitness runs in the family. Joni's older brother Mark also achieved his black belt in Tae Kwon Do, while her younger brother, "Irish" Tommy Martin is a ranked IBF, WBC & WBO heavyweight contender. Joni resides in the Tampa Bay area of Florida, with her husband David and her three-year-old daughter



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Lindsey.

#### PROFESSIONAL QUALIFICATIONS

- American College Of Sports Medicine, Certified Health/Fitness Instructor
- American Council on Exercise, Certified Personal Trainer
- Aerobics and Fitness Association of America, Certified Aerobics and Fitness Instructor
- Member of IDEA, Health and Fitness Association

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## Press Release

FOR IMMEDIATE RELEASE

**CONTACT:**

Joni Hyde, President  
Workouts For Women, Inc.  
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Seminole, FL 33776  
(727) 391-0251  
(727) 391-0589 (fax)

[MAILTO:info@workoutsforwomen.com](mailto:info@workoutsforwomen.com)  
<http://www.workoutsforwomen.com>

### **WORKOUTS FOR WOMEN CIRCUIT SHAPING, RELEASED ON DVD BY WORKOUTS FOR WOMEN, INC.**

SEPTEMBER 24, 2003 -- "After five years of providing circuit training on our website [www.WorkoutsForWomen.com](http://www.WorkoutsForWomen.com), we are now presenting the Workouts For Women program in a new and very distinctive way. We've matched the cutting edge technology of the DVD with our proven circuit training technique. Workouts For Women Circuit Shaping has a revolutionary software design that offers women multiple routines on one DVD as well as the opportunity to individualize their workout duration," states Joni Hyde, certified personal trainer and founder.

Circuit training style gyms for women, such as Curves are becoming extremely popular both nationally and internationally. These structured gyms offer a fast and convenient way to perform a total-body aerobic and strength workout. Fueling this phenomenon, Workouts For Women is now presenting 10 total-body circuits with over 90 exercises on DVD format so that women can experience circuit training from the convenience of their own home.

"My unique circuit training program is an ideal way for women to lose weight and reduce inches while simultaneously gaining overall strength and muscle tone. As their one-on-one personal trainer, I guide the exerciser through each circuit demonstrating the proper technique and form of every exercise," states Hyde.

According to Hyde, "Workouts For Women Circuit Shaping is perfect for first time exercisers and for women who are short on time because a total body workout can be achieved in about 10 minutes. Also, women can tailor their exercise program by choosing the consecutive replay option that will repeat the circuit up to 4 times offering a more challenging, 45-minute workout."

"Workouts For Women Circuit Shaping offers the variety necessary for a woman's body to continue to evolve. Women will find these workouts to be enjoyable, flexible and easy to follow," states Hyde.

Street Date: September 25, 2003

Genre: Fitness

Rating: Not Rated

Running Time: 120 minutes

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SRP: \$29.99

Ordering Information: Available through [www.workoutsforwomen.com](http://www.workoutsforwomen.com)

Contact Information: Joni Hyde, President

(727) 391-0251 or [joni@workoutsforwomen.com](mailto:joni@workoutsforwomen.com)

NOTE TO EDITORS: Hyde available for interview and appearance. Photos available.

CONTACT: Joni Hyde, [Workoutsforwomen.com](http://Workoutsforwomen.com)

(727) 391-0251 or [info@workoutsforwomen.com](mailto:info@workoutsforwomen.com)

SOURCE: Workouts For Women, Inc.

Web site: <http://www.workoutsforwomen.com>

WORKOUTS FOR WOMEN TM

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# Workouts<sup>™</sup> for Women

## Testimonials



I felt like things were hopeless, but it is possible! After just a few weeks on the Workouts For Women program, I began to see results. With consistent workouts and proper eating, I lost 68 pounds, reduced the appearance of cellulite, and went from a size 16 to size 2! Also, the mental rewards reaped are tremendous. My whole life has changed for the better in so many ways. Thank you Workouts For Women for a whole new and better me!

Rhonda Mims-Brown  
Texas

Workouts For Women is a program I can actually stick with! With this program, I discovered that fitness can be fun and effective at the same time. Workouts For Women taught me how to work out at home and get results. I lost 61 lbs and went from a size 16 to a 4. Also, I reduced the appearance of cellulite and lowered my body fat 10%. Workouts For Women has truly been the key to my fitness success.

Julie Larkin  
Washington

I used to believe that extra pounds, cellulite, and being out of shape were an inevitable part of growing older. Now I know that's just an excuse not to work out. I lost 25 pounds, lowered my body fat from 32% to 21.5 %, and went from a "too tight" size 12 to a size 6, in about 3 months. At the same time, I feel more energetic, stronger and have much better flexibility. Most of all Workouts For Women changed my thinking. Now I know I can be in control of my fitness destiny. The Workouts For Women circuit training routines really work!

Libby Salamone  
Florida

With the help of the Workouts For Women program, I lost 72 pounds and decreased my body fat by 10%. The variety of the routines keeps it interesting. The video instruction is excellent and focuses on proper technique. This assures me that I too can weight-train safely at home. Workouts For Women was and still is such a blessing for me.

Cheri Morton  
Minnesota

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## Industry News

SEPTEMBER 2003 -- The marriage of fitness and DVD has taken place. DVD is now enjoying a much broader market. Gaining a wider base of acceptance, DVD players are projected to be in over 55 million households by the end of 2003. This figure jumps to more than 100 million when other DVD playback devices are factored into the mix, according to Judith McCourt with Advanstar. Combine the booming DVD market with the billion-dollar fitness industry and the result is substantial for suppliers and retailers.

The demand for circuit training is reflected by the exploding growth of Curves International, named the third fastest-growing franchise by Entrepreneur Magazine. With the focus being circuit training, Curves has grown from a small gym in 1992 to a franchise with over 5400 locations. Other rival chains that also feature circuit training such as Contours Express, Slender Ladies, and Ladies Workout Express are sprouting up all over the country.

Circuit training is enjoying a surge of popularity because it is efficient and effective. "Not only do you get both cardio and strength work in one neat package, but the fast pace and variety motivate you and help you avoid mental and physical plateaus," writes Tracy Teare in her article A Shorter, Smarter Workout.

Now further combine the popularity of circuit training with the convenience of working-out in your own home, on your own schedule. Suppliers and retailers have profited billions of dollars from home fitness videos. Studioworks Entertainment boasts that to date one of their fitness videos is approaching 500 million in consumer product sales. Fitness video sales have been on the upswing lately, according to industry sources. "I still believe ultimately that fitness will be one of the best categories for utilizing the interactive nature of DVD," states Bill Sondheim president of GoodTimes Entertainment.

Furthermore, retailers and suppliers are abandoning the antiquated notion that fitness sells best in January, as their new marketing currently reflects. "Fitness seems like a perennial best-seller," states Randy Schaaf, buyer for the Oregon-based Fred Meyer Chain.

"DVD is really the ideal format for fitness programs with its interactive capabilities... This year should be a breakout year for fitness DVD, thanks primarily to increased hardware adoption and the resulting broader demographic of DVD software buyers," according to Jessica Wolf with Advanstar.

"DVD sales alone by year's end are projected to beat the \$12.1 billion that consumers spent on discs and videocassettes in 2002... Disc sales should account for an estimated 88 percent of all consumer video sales in 2003," according to McCourt.

With the DVD market now more than ever geared towards the female consumer, and with circuit training dominating the female fitness arena, the combination is pure dynamite.

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## Media Recognition

### **Oxygen**

June, 2002

"By constantly changing your workout, you constantly challenge your body. This is the theory behind WorkoutsForWomen.com, an online personal trainer led by fitness professional Joni Hyde. Each week clients log on for their new workout circuit which comes complete with an online video demonstration. If you're worried about staying motivated you can pair up with an online buddy, get help and support from Joni via email or scroll through the resources on the website. This includes fit tips, healthy recipes, fitness articles and news and an exercise database."

### **Fitness**

February, 2002

Train for less. Enjoy the benefits of working out with a trainer without the price tag with WorkoutsForWomen.com. Developed by fitness pro Joni Hyde, the site will design a weekly workout for you from a database of more than 800 strength and cardio exercise. Log in for easy-to-follow video and audio demonstrations and receive weekly e-mails with tips and feedback."

### **Self Magazine**

September, 2000

Self magazine gave WorkoutsForWomen.com a rating of A-, and the best when compared to three other online training services.

"My trainer was nice and enthusiastic, responded within hours to my e-mails and gave me gentle prodding the whole time". " My arms got stronger." "I'm tighter and more energetic. The at-home 40 minute workouts were easy to do several times a week- which for me is a miracle!"

### **Fit**

April 2000

"Top Site To Surf" ...this site provides good information for women who are interested in improving their health and fitness. It features articles, training tips, calculators and a very good section on proper stretching technique.

### **Consumer Reports On Health**

November 1999

Recommended as an online exercise resource for women.

### **Joni's Work Has Also Been Featured In The Following Magazines:**

Muscle And Fitness Hers, Shape, Time, Physical, First For Women, Women's World, Real Simple, Oxygen, Cooking Light, Seventeen

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## Website Key Features

### Weekly Workout Circuit

Each week, members log into the Clubhouse to view their personal total body workout circuit for the week. This weekly change is key to a successful exercise program, since without variety in an exercise program, the body does not change. The workout circuits are comprised of 8 strength exercises each individually demonstrated with 10 second mpeg video clips. Written descriptions are also presented for ease of use. With well over 400 exercises, ladies will never get bored.

Within the Clubhouse, ladies can re-evaluate their progress and move to higher workout levels as their fitness level increases. Progression is another key to a successful fitness program. Without progression, there is no improvement.

Members will also find their personal Workout Recipe with Key Ingredients in the Clubhouse. Key Ingredients include recommendations for appropriate frequency, intensity and duration of both their workout circuits and cardiovascular workouts to achieve their desired goals.

### Workout Buddy Program

Ladies have the option of joining the workout buddy program. This is a very popular element of the program. Women are matched up with a "hand picked" counterpart who is close in age and who has similar fitness goals. Ladies love this feature. Often times they feel alone in their struggle with weight and body image issues, so enabling them to connect with someone just like them self eases the feeling of isolation.

### Accountability System

Each week members can input their total number of workouts into the Accountability System. At the end of an 8 week cycle, results are tallied and members are contacted via email with constructive feedback, encouragement, praise and gentle motivation. Workout logs are provided so ladies can keep track of their workouts during the week.

### News Fit For Women

Published monthly and distributed via email. News Fit For Women provides subscribers with current fitness news, exercise tips, quick healthy recipes motivation and more all geared toward a healthy lifestyle.

### The Tools To Succeed

Workout Logs, Food Journals, Fitness Calculators and a database to track measurements keep ladies organized and focused on their goals.

### Email Support And Guidance

Members are encouraged to email Joni with all their fitness questions, problems and updates. In return,

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they are emailed back promptly with educated guidance and emotional support.

### **Fitness Forum**

Online bulletin boards provide a forum for members and visitors to post messages, give and receive support and share ideas.

### **Challenges and Contests**

Frequent challenges and contests motivate members and keep fitness exciting and fun.

### **Comprehensive Fitness Resource**

WorkoutsForWomen.com provides numerous tips, fitness tools and resources to help ladies shape up safely.

### **Equipment Store**

For the convenience of members, all fitness equipment used in the home exercise programs can be purchased online.

### **Third-Party Information**

Some of the information, products or services mentioned on this site are offered by third parties. When applicable, links to those third party sites along with proper credit is provided. Additionally any reference to clinical studies and to the results of those clinical studies are clearly marked with the source of the information.

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