

## Gymstick launching in China

**Lahti, Finland, July 2<sup>nd</sup>, 2009:** The Finnish fitness company Gymstick International Oy has made a major agreement to market and distribute its' Group Fitness Concept and products **in China** by signing an Exclusive Distribution Agreement covering the entire China, Hong Kong and Taiwan with the company **Agrovest International** based in Singapore.

This new partnership opens one of the fastest growing and biggest markets in the world for Gymstick products. Gymstick Group Fitness Concept has a big potential to become very successful in China.

"We've long been interested in starting business in China but finding the right partner requires a lot of efforts. We are satisfied to start co-operating with Agrovest International and we are encouraged of the first steps", says **Risto Kasurinen, Managing Director** of Gymstick Int. and he continues: "Having Agrovest Int. as our partner gives us a huge advantage in launching the Gymstick brand in China. Agrovest has worked together with Less Mills and ADIDAS China and they have all the tools and know-how for making Gymstick really big in this area"

The first Gymstick Indoor Instructor education was held in Shanghai in the beginning of June in WILS Fitness facilities. WILS is the first chain to start running Gymstick Muscle group fitness classes in their 12 facilities in August 2009.

"It was just fantastic to educate the Chinese instructors! We had about 60 students during four days and their skills and know-how is indeed on a high level", says **Tina Hedrén, one the International Gymstick Head Master Trainers**. "Gymstick will be successful in China because it is simple, inexpensive but still a most efficient way of exercising. The Chinese instructors loved the tool and Gymstick Group Fitness Concept", says Hedrén. Gymstick will participate the biggest Fitness event in China in July 10-11<sup>th</sup> 2009. Over 400 instructors have already signed up for the coming Gymstick Master class during the July event.

Gymstick is Group Fitness Concept created in **Finland**. Gymstick Concept includes group programs for indoors, water and open air. The idea is to combine simple exercise tools with pre-choreographed programs to make the exercising easy and attractive for instructors and common fitness enthusiasts.

Gymstick Grop class concept has spread out already in 30 countries worldwide. Today the fastest growing markets are China, Germany and Switzerland.

Gymstick has also a large collection on Home Fitness products. For more information visit [www.gymstick.net](http://www.gymstick.net)

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