

BRAD SCHOENFELD, CSCS, CPT

Certified Strength and Conditioning Specialist

Certified Personal Trainer

IDEA Master Fitness Trainer

Brad Schoenfeld, CSCS, is widely regarded as one of America's leading fitness authorities. He has been published or appeared in such publications as *Shape*, *Self*, *Fitness*, *Ladies Home Journal*, *Redbook*, *Cosmopolitan*, *Marie Claire*, *Woman's Day*, *Fit*, *Exercise and Health*, *Let's Live*, *The New York Times*, *New York Daily News*, *Gannett Suburban Papers*, *New Living*, *The Washington Post*, *Chicago Tribune*, *Men's Workout*, *Senior Magazine*, *Ms. Fitness*, *Natural Bodybuilding and Fitness*, *Oxygen*, *MuscleMag*, *Energy*, *Ironman* and *American Fitness*. He is a regular columnist for *Fitness Rx Magazine*. He is a featured fitness expert for eDiets.com, the largest health website on the Internet. He is a fitness correspondent for News 12 (Westchester, NY) and has been featured on hundreds of television shows including FOX Newschannel, CNN Headline News, CBS Evening News, UPN News, Good Day New York, Good Day LA, CBS New York Live, NBC Live at Five, and Today in New York, as well as hundreds of radio programs across the country. In addition, he lectures throughout the world on fitness and nutrition, both on the professional as well as consumer level.

In 1987, Schoenfeld became a personal trainer whose clients include many top national fitness models. He has developed the High-Energy Fitness™ training system that helps women achieve a toned, feminine physique. The system combines weight training into an aerobic-style workout to reduce body fat while accentuating muscle tone. In 1994 he founded the Personal Training Center for Women. This private training facility is now considered one of the foremost one-on-one women's fitness centers in the country.

Mr. Schoenfeld is also President of Global Fitness Services, a diverse, multifaceted fitness corporation with several divisions. The consulting division, Fitness Design Concepts, provides a variety of consulting services to corporations, institutions and other entities. The media division, Fitness Media Services, produces the Hot-Bod Newsletter, the award-winning High-Energy Fitness Website (www.lookgreatnaked.com).

Mr. Schoenfeld is a Certified Strength and Conditioning Specialist (by the National Strength and Conditioning Association) and is dually certified as a personal trainer by the American Council on Exercise (ACE) and the Aerobics and Fitness Association of America (AFAA). He also has received specialty certification in nutrition. He is a member of the American College of Sports Medicine and IDEA Health and Fitness Association, which has bestowed upon him the title of Master Trainer—the highest ranking possible. He also is a review consultant for the Strength and Conditioning Journal.

Mr. Schoenfeld is the author of the best-selling books, **SCULPTING HER BODY PERFECT** (Human Kinetics), with over 120,000 copies sold, and **LOOK GREAT NAKED** (Prentice Hall), which has been both an LA Times and Amazon.com bestseller. He also has penned, **LOOK GREAT SLEEVELESS** (Prentice Hall), **LOOK GREAT AT ANY AGE** (Penguin/Putnam), **THE LOOK GREAT NAKED DIET** (Penguin/Putnam) and **28-DAY BODY SHAPEOVER** (Human Kinetics). All told, there are more than 400,000 copies of his books in print.

Mr. Schoenfeld also is the star of the LOOK GREAT NAKED™ videos; a three-video series that demonstrates targeted high-energy workouts for the abs, butt and thighs. The videos are distributed throughout the world by Koch International.

For interviews or speaking please contact: Brad Schoenfeld (914) 723-8400