

FITNEWS

Fitness Media Services • 696 White Plains Rd., Scarsdale, NY 10583

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HIGH ENERGY FITNESS WEBSITE GETS MAKEOVER

Scarsdale, NY—The award-winning High Energy Fitness website (www.lookgreatnaked.com) is getting a makeover. Brad Schoenfeld, renowned fitness expert and the site's creator, says it was time for a change. "When I first launched the site back in 1998, it received lots of great feedback on its design. But technology has evolved a lot in the past decade and I wanted a more streamlined look, one that would be easier for viewers to navigate and gather information."

In addition to the cosmetic enhancements, the site will have a significant amount of new content as well. Some of the added features include a regularly updated blog, podcasts, product reviews and animated exercise demonstrations. An interactive message board and video clips are expected soon. "I'm putting a lot of time and effort into taking advantage of technology and beefing up the utility to the viewer. At last count, the site had close to five hundred separate pages and I expect that amount to double in the not-too-distant future."

As for the future, Schoenfeld intends to maintain the same personalized approach that has made the site so successful over the years. "The High Energy Fitness website has been and always will be an informational site, and my goal is to make it one of the definitive sources for people to get fitness info they can trust."

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ABOUT BRAD SCHOENFELD: Brad Schoenfeld, CSCS, is the fitness trainer to bet your shape on. Widely regarded as one of America's leading fitness professionals, his focus is to help women achieve their full fitness potential by skipping the gimmicks and sticking to the well-documented science of exercise and nutrition. Awarded the distinction of master trainer by the International Association of Fitness Professions, he is also a certified strength and conditioning specialist by the National Strength and Conditioning Association.

He is the author of six fitness books, including *Sculpting Her Body Perfect* and the bestseller, *Look Great Naked*. He is a columnist for *Fitness RX for Women* magazine and has been published or featured in every major magazine including *Cosmopolitan*, *Self*, *Marie Claire*, *Fitness and Shape*. He has been a guest on many national television and radio shows. His Personal Training Center for Women is located in Scarsdale, New York. Brad lives in Croton-on-Hudson, New York.