

FOR IMMEDIATE RELEASE

StrongBoard Balance® Makes Trade Show Debut at 11th Annual Fit Expo

***Fitness Fans Invited to Booth #857 for a Full Body Workout with
Revolutionary Balance Board, January 25-26 at L.A. Convention
Center***

January 21, 2014 --- LOS ANGELES, Calif. --- [StrongBoard Balance®](#) -- “An Evolution in Fitness™” —will make its trade show debut at the Southern California Fit Expo, exhibiting at booth #857 January 25-26. One of the largest health and fitness expos in California, the [11th Annual Fit Expo](#) and it will be held at the Los Angeles Convention Center in Downtown L.A.

Attendees may stop by booth #857 to demo the revolutionary balance board. Photo souvenirs of attendees on the board will be given away for free in custom [StrongBoard Balance](#) frames. Wholesale and distributor pricing for the boards will be offered to target distributors, clubs, and individuals.

In addition to the booth, attendees have the opportunity to participate in a fun and challenging StrongBoard Balance class on Saturday and Sunday at 4 pm on the EFC Stage. An instructor and two trainers will cover a broad spectrum of exercises, and 20 demo boards will be available for anyone interested. After the Sunday class, each demo board (MSRP \$249) will be sold as is for only \$200.

“In only a few short months on the market, StrongBoard Balance has already garnered great media and consumer interest. We’re looking forward to participating in our first trade show, where we can reach even more people in the fitness community,” said StrongBoard Balance creator Mike Curry. “We are very proud to be a part of the popular SoCal Fit Expo.”

The StrongBoard Balance booth is one of over 400 exhibits at the health and fitness convention. Fit Expo also feature 20 major competitions and top fitness celebrities.

Since the product’s launch in October, the premiere [balance](#) platform has attracted attention and acclaim for its ability to provide an efficient method to strengthen and train the entire body. It improves proprioception, intensifies floor workouts, tones and sculpts, and expedites results, all while increasing fat burning and weight loss.

StrongBoard Balance is perfect for every body: young and old, gym rat and nine-to-fiver, those in peak physical condition, or recovering from injury. It can be utilized with and

enhance numerous workout combinations targeting every muscle group, making it perfect for anyone enjoying the Fit Expo. StrongBoard Balance is a fun, effective, and innovative way to workout.

A video of StrongBoard Balance in use by people of all fitness levels and age groups can be seen [here](#).

Tickets are \$20 for single day (Saturday or Sunday) and \$30 for both Saturday and Sunday. Those who are interested in purchasing tickets, click [here](#).

About StrongBoard Balance:

StrongBoard Balance is a one-of-a-kind, premiere balance platform for all levels of fitness enthusiasts. Designed to complement and intensify users' favorite workout routines, StrongBoard Balance's patented 'multi-spring technology' provides full-body fitness to increase muscle activation and calorie burn. As a portable and electricity-free platform, it allows users to train using their own body weight for resistance during full-motion exercises. Paired with a licensed physical therapist, StrongBoard Balance aids in the recovery of many injuries created by imbalance. It gently increases the patient's flexibility, range of motion, and strength. Over time and with repeated use, exercising with StrongBoard Balance helps rebuild the bridge between the brain and the injured muscle. As users regain strength and decrease the pain associated with the injury, their range of motion increases allowing for increased blood flow and further healing. For more information, visit <http://StrongBoardBalance.com>, www.Twitter.com/StrongBoard, www.YouTube.com/user/StrongBoardBalance, or www.facebook.com/StrongBoard.

About Fit Expo

The Fit Expo offers something for everybody! Attendees will find over 100 fitness and sports celebrities, as well as 20 amateur, professional, and Olympic attendee competitions and 300 exhibits offering the latest in fitness, diet, nutrition, strength, and wellness products and services. During both days of the Expo, many leading fitness professionals will be presenting educational seminars and demonstrations on subjects such as proper nutrition, dieting and exercise philosophies. Show hours are Saturday, 10:00 a.m. – 6:30 p.m. and Sunday, 10:00 a.m. – 5:00 p.m. with plenty of parking available. The Los Angeles Convention Center is located at 1201 South Figueroa Street, South Halls G, H, and J. For full information on The Fit Expo ticketing, exhibiting or sponsorship opportunities call (818) 545-0290 or visit www.thefitexpo.com.

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