

Contact: Shara Curlett | HQH Fitness (Highest Quality Health & Fitness)  
800.552.8789 | [marketing@hgh.com](mailto:marketing@hgh.com)

**HQH Fitness® focuses on premier product suite – Total Gym®**

*HQH Fitness focus shifts to functional fitness equipment and Total Gym suite.*

**AUCKLAND, NZ—January 1<sup>st</sup>, 2012**—After years of sharing the wealth of knowledge through firstly CHEK Education and more recently FMA Strength Training, HQH Fitness have decided to shift their focus to their premier product, Total Gym.

HQH Fitness has been administering C.H.E.K Institute education for over 16 years and with a recent restructure of the C.H.E.K Institute, they saw the opportunity to move HQH Fitness towards their premier products and specialty area – functional fitness equipment and studio setups. On May 31<sup>st</sup> HQH Fitness passed over the candle of CHEK education in Australia to a new distributor, and on January 1<sup>st</sup> 2012 they have done the same in New Zealand.

“We came to the realisation that with the new Total Gym product line launch, the potential was incredible and it would benefit from a lot more focus from our team. The decision was made that a new CHEK distributor in both Australia and NZ would allow our company to focus more on Total Gym and GRAVITY to meet the increased demand.” said Greg Doherty, CEO of HQH Fitness.

FMA Strength Training on the other hand has grown significantly since its debut in 2009 and HQH Fitness can now pass the administration back to FMA Strength Training. HQH Fitness directors Greg and Nancy Doherty have been long-term friends to Mark Buckley, founder of FMA Strength Training, and because of this they wanted to help him with his new company. Since then, FMA Strength Training has grown into an incredibly successful and internationally renowned course. Now Mark has the means and a great team behind him to run and administer the courses from 2012. HQH Fitness will still continue to support FMA and promote it through [www.hqh.com](http://www.hqh.com), but all course enrolment and information will go directly through [www.fmastrengthtraining.com](http://www.fmastrengthtraining.com).

While HQH Fitness is shifting away from CHEK and FMA, they will still continue to offer product-based workshop education which includes GRAVITY Training and the new PlyoRebounder and medicine ball workshops launching in 2012.

“We will still continue to offer a form of education, but it will be more product-based courses and workshops that teach our customers how to incorporate Total Gym and the PlyoRebounder

successfully into their business. We will also be supporting other components of our current product line such as BOSU, Swiss balls and nutritional supplements.

From November 2011 HQH Fitness has started promoting and supporting the powerful FDN (Functional Diagnostic Nutrition) course for their friend Reed Davis. FDN is a powerful tool and system for many of our business partners to use to enhance their clients' results. They will continue to support this program moving forward.

As of 2012, HQH Fitness will also offer nutrition education and seminars by request to support the GNLD range of wholefood supplements for optimal use and application. Greg and his wife Nancy Doherty have found these to be the best all-round supplement available in their 21 years of working with this product. It's a perfect complement to the fitness business to help everyone achieve optimal wellness.

HQH Fitness is a continually evolving company that is designed around the future of wellness and functional-based training concepts that drive the company forward. With an incredible development team and a wealth of industry experience, they look forward to 2012 and the growth of Total Gym.

**About HQH Fitness (Highest Quality Health & Fitness)**

HQH Fitness is a functional fitness equipment company that specialises in setting up functional studios and team training zones. Our centre piece suite is the Total Gym product line, of which they are the exclusive South Pacific distributor. Total Gym is the platform for the exciting and innovative GRAVITY Education which is gaining rave reviews worldwide. Talk to our specialist team about how you can incorporate Total Gym in your business, or set up a functional training zone in your gym or studio and build the business of your dreams. For more information, visit [www.hqh.com](http://www.hqh.com) or call (800) 552 8789.