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## Body by Jake and Fitness Heaven Forge Alliance for Fitness & Health Mega Web Site

*Updated 11:00 AM ET January 5, 2001*

LONG BEACH, Calif. (BW HealthWire) - Body by Jake(R) Enterprises and Fitness Heaven(SM) Inc. have announced a strategic partnership that will reshape the popular and innovative [BodybyJake.com](#) Web site into a full-scale "Fitness Prescription" super-site offering tools and motivation for achieving personal fitness goals and healthy lifestyles.

The agreement calls for [FitnessHeaven.com](#) to provide content-rich health, fitness and wellness editorial, as well as special subscription membership offers, to [BodybyJake.com](#) visitors starting this month. [FitnessHeaven.com](#) will offer selected [BodybyJake.com](#) personal training information and nutritional products on the FitnessHeaven site, and both companies will develop new content and products jointly.

"We have provided product oriented fitness solutions to millions of consumers for many years. We are now projecting over \$10 million in profitable Internet commerce alone next year. Consumers trust 'Body by Jake' and we feel compelled to provide them the best fitness lifestyle information and support we can offer," said Phil Scotti, president, Body by Jake Enterprises. "So many people find Web-based fitness and health offerings to be confusing and sometimes contradictory. After a careful and exhaustive search, we chose Fitness Heaven to provide our customers with content because no other company offers the depth and breadth of authoritative and balanced information that Fitness Heaven provides."

"Body by Jake is one of the world's most recognized fitness brands," said Don Ressler, Fitness Heaven Inc. president. "Bringing our vast database and ever-evolving editorial content to Body by Jake's customers is a natural evolution for [FitnessHeaven.com](#), and

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we are proud to be closely associated with Jake, the single most influential personal fitness icon."

Jake is the pioneer of personal fitness training and the founder of one of the world's first fitness lifestyle television networks. He also founded the Don't Quit! foundation, a non-profit organization serving the health and fitness needs of America's youth and has recently launched Major League Lacrosse, a professional outdoor lacrosse league. [BodybyJake.com](http://BodybyJake.com) provides nutrition and fitness products, with motivation and inspiration to all visitors.

[FitnessHeaven.com](http://FitnessHeaven.com) is a pioneering online, one-stop source for health, fitness and wellness information and interactivity. The site provides the most comprehensive, in-depth expert content and an innovative, three-dimensional experience for visitors, including virtual trainers, real-time competitive workouts, personalized fitness and diet regimens, and access to unbiased information ranging from scientific to folk, from western medical to eastern mystical.

Note to editors: For interviews with Jake Steinfeld and/or Don Ressler and press passwords for [fitnessheaven.com](http://fitnessheaven.com) memberships, send requests to: [sandy@aldrichpr.com](mailto:sandy@aldrichpr.com).

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