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Financial Center

Financial News
Stock Watch

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Company Profiles
Product Showcase
Industry Directories

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Healthy Travel

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Medline
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Industry Regulations
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Help Center

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Site Map
Help & Info
Sponsorship
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DAILY INDUSTRY NEWSWIRE

Interactive Fitness Site Clicks on 'Holistic'

Don't count out all the dot-coms.

While many fell into a nasty cyberspace vortex during 2000, expect to find new and improved ones in 2001.

One of the best new dot-coms is FitnessHeaven.com, which is marketed toward young, Internet-savvy adults who care about their health.

Paris Roussos, integration director for Fitness Heaven Inc., said his Web site takes a holistic approach to personal well-being and offers a wealth of information on exercise, nutrition, medicine, diets, sports and home and family life.

"We've made a pointed effort to provide content on FitnessHeaven.com that is not only authoritative and helpful, but engaging and entertaining," Roussos said.

But what really separates this fitness page from others is its interactive dimension. Visitors can find everything from interactive body fat calculators to virtual trainers who, through video and audio, demonstrate how to work specific muscle groups.

Dean Mayuga, 29, a spokesperson for FitnessHeaven.com, said you can also interact with other visitors to the site in virtual settings.

"The virtual bike race feature is very cool," Mayuga said. "You can e-mail your friends to meet at the site and then race against them."

Basic Web site membership is free, but if you want to do the cool stuff, it will cost \$6.95 a month. As an incentive, they're currently letting you do everything free for 24 hours. So check it out before you buy.

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