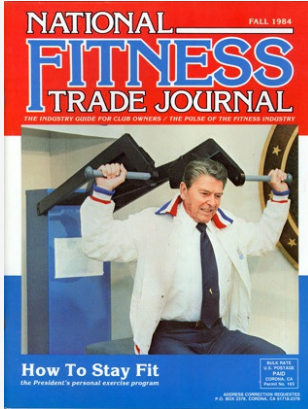




How To Stay Fit

The President's Personal Exercise Program



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The National Fitness Trade Journal features President Ronald Reagan on its cover, highlighting his personal exercise program. The cover photo was taken at the U.S. Olympic Training Center where Reagan used the Ariel RTE, a highly advanced computerized exercise machine developed by Dr. Gideon Ariel. The machine can diagnose specific exercise needs, which can then be executed on conventional equipment. The Ariel RTE has been beneficial to the U.S. Women's Volleyball Team, contributing to their success in the Summer Olympics. The journal also notes the ongoing Olympic games and the impact they have on the fitness industry. The success of U.S. athletes has sparked enthusiasm in gyms and fitness centers across the country, inspiring future Olympic hopefuls and boosting the fitness industry. The article concludes by forecasting a prosperous future for fitness centers in the U.S., driven by the fitness fever that continues to rise in the country.

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Below find a reprint of the 2 relevant pages of the article "How To Stay Fit" in "National Fitness Trade Journal":

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FALL 1984

THE INDUSTRY GUIDE FOR CLUB OWNERS / THE PULSE OF THE FITNESS INDUSTRY



How To Stay Fit
the President's personal exercise program

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FROM THE EDITOR

We are very proud to have President Reagan grace the cover of the Journal this issue! Courtesy of the White House Photo Department, we were able to obtain permission to use the pictures along with our feature story about the physical fitness side of Ronald Reagan.

The cover shot was taken at the U.S. Olympic Training Center in Colorado Springs where among other pieces of equipment, the President "worked out" on the famed Ariel RTE. Hailed as the most advanced computerized exercise machine available today, the Ariel RTE was developed by the world's leading pioneer in Biomechanics and Sports Analysis, Dr. Gideon Ariel. Among its many features, the Ariel RTE can diagnose the specific exercise needs of an individual, which can then be carried out on conventional equipment. The Ariel RTE has been particularly beneficial to the U.S. Womens Volleyball Team as evidenced by their achievements in this Summer's Olympic competition!

As we close the Fall issue of the Journal, the Games of the XXIIIrd Olympiad are still underway. The outpouring of warmth and friendship among the people of all participating countries has been felt throughout the

world; and it is doubtful that the aura of the Olympics and the fascination the public feels for the Olympics will end with the closing ceremonies. Too many gold medals have been won by the United States athletes for the lever to stop now!

Post Olympic enthusiasm has already been felt by many gyms and fitness centers across the country. Future Olympic gold medal hopefuls have been inspired by new world record-setting achievements and by the competitive spirit among the athletes. This new-found incentive is setting the pace for individualized training and fitness programs through local health clubs. The motivation to work-out and get into shape is running high . . . forecasting a prosperous future for fitness centers throughout the United States!

No matter what the age, the fitness fever continues to soar in America. With a fitness enthusiast at our helm, and Olympic gold medals in the hearts and hands of many, the fitness industry in the United States continues to boom!

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