

## FOR IMMEDIATE RELEASE

Contact:

Claudia Renchy Morton  
Kelliher Samets Volk  
(802) 862-8261  
[cmorton@ksvc.com](mailto:cmorton@ksvc.com)

Meredith Haff  
Concept2  
(800) 245-5676  
[meredithh@concept2.com](mailto:meredithh@concept2.com)

### WORLD'S TOP EXTREME ATHELETES TRAIN WITH CONCEPT2

Travis Pastrana, Ricky Carmichael and Chuck Liddell Turn to Indoor Rower

September 6, 2007, Burlington, VT — Some of the world's top extreme athletes have a secret weapon: their Concept2 Indoor Rowers.

Travis Pastrana, the first freestyle Motocross athlete to perform a double back-flip in competition, has offered his friends and fellow riders \$1,000 if they can beat him in a 500-meter indoor rowing race. So far, no one has.

Ricky Carmichael, the most celebrated and successful Motocross racer in the sport's history, has used the Concept2 indoor rower for years to stay in optimal shape. Carmichael recently capped off his storied career with a MotoX Gold at this year's X Games in Los Angeles, California.

Top Motocross training facilities, such as Millsaps Training Facility in Cairo, Georgia and Xtreme Team Green in Pilot Point, Texas, include the Concept2 indoor rower in the training rooms.

But Motocross champs aren't the only ones using Concept2 to get a leg up on the competition. Chuck "Iceman" Liddell, the Ultimate Fighting Championship contestant, admits that his Concept2 indoor rower is the one thing in the world he fears. A major portion of Liddell's training regimen is an exercise he calls R+R: he rows on his Concept2, then wrestles with his opponents...after that he gets back on the indoor rower for more. It's the perfect way for Liddell to prepare for the intensity of the fighting ring.

While Motocross and Ultimate Fighting are vastly different sports, they both require strength and agility. That's why rowing is the perfect training solution. It builds strength rather than bulk, allowing you to stay limber and ready for any challenge. Athletes are calling this fitness trend "weight-based progressive workouts," and Concept2 is at the center of the action.

"Indoor rowing is a true full-body workout that pushes your strength and cardio endurance with every stroke," says the company's co-founder, Dick Dreissigacker. "Our state-of-the-art Performance Monitor tells you exactly how hard and fast you're rowing that very second."

To gain an extreme athlete's fitness edge, get started with Concept2. The company offers two indoor rowers — the Model D and the Model E — available through its web site, [www.concept2.com](http://www.concept2.com), and at most health clubs around the world.

*Concept2 was founded by Dick and Peter Dreissigacker in 1976. Fresh from Olympic training, the two brothers designed and manufactured carbon fiber racing oars, and went on to create the world's first wind-resistance indoor rower. Dreissigacker Racing Oars are now used by more than 70 percent of the rowing community. The Concept2 Indoor Rower has been redesigned and upgraded four times since the Model A was introduced in 1981. For more information about Concept2, visit [www.concept2.com](http://www.concept2.com).*