

FOR IMMEDIATE RELEASE

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

Bill Patton
Concept2
(800) 245-5676
billp@concept2.com

CONCEPT2 IS BUILT MARINE TOUGH

US Marines Utilize Indoor Rower as Part of "Combat Conditioning" Program

September 5, 2007, Burlington, VT — The Marine Corps War Fighting Laboratory (MCWL) has partnered with Concept2 to put its Marines to the ultimate fitness test.

Captain Justin Jordan from MCWL is currently working with Marines from Camp Lejeune, NC, to test a new form of fitness training called "Combat Conditioning." To help determine which fitness program is the most effective training tool, the Marines are using the Concept2 Indoor Rower.

"Performance on the Concept2 Indoor Rower will give a strong indication of a Marine's physical preparedness," said Captain Jordan. "By comparing scores on the rower before and after a Marine goes through our conditioning programs, we can test the effectiveness of each regimen." Traditionally, athletic testing is assessed by a regimen of running, sit-ups, and pull-ups.

The use of the Concept2 Indoor Rower is appealing for two key reasons: it offers users accurate and instantaneous information about performance through a state-of-the-art Performance Monitor, and it also measures upper body endurance, an integral aspect of Marine fitness.

"Indoor rowing acts as both a cardio and strength-training exercise in one," said Concept2 co-founder Peter Dreissigacker. "We've seen everyone from the most physically fit athletes in the world to senior citizens fall in love with our rowing workout."

To establish each Marine's anaerobic and aerobic capabilities, Captain Jordan had them row distances of 500 meters, 2000 meters, and 5000 meters. Marines were then divided into two test groups: the first training with traditional calisthenics as a control group, the second training with the new combat conditioning program. Both groups will be retested on the rower at the end of the test period to gauge the effectiveness of each program.

At the end of the initial testing session, some Marines were so impressed with Concept2 that a number of participants inquired about purchasing an indoor rower for their own fitness regimens. Many of the Marines were excited about the rowers and were hoping the machines would be used in their new training program. To their dismay, but to preserve the integrity of the test data, the Marines participating in the training have been restricted from using the rowers until the second testing session in November.

You don't have to join the Marines to get the benefits of Concept2. The company offers two indoor rowers — the Model D and the Model E — through their web site, www.concept2.com. The rowers can also be found at most health clubs.

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.

###