

RELIEVE THE STRESS OF GOING TO THE GYM WITH REVOLUTIONARY **FABS**

CYBER FITNESS ON DEMAND

words Mike Beggs photo Peter McCusker



Kim Snider and Lindsay Knight view one of the programs available, at FABS' recent open house.

That's the idea behind the new FABS Cyber Fitness (Fitness & Aerobic Broadband Services Inc.), billed as Canada's first online gym. With 48 workout programs, and 300 videos to choose from (when in full swing), it offers a good alternative to going out to a health club.

"The realization that obesity has become an epidemic, health consciousness, personal weight loss, coupled with the understanding that exercising increases and supports overall wellness is more and more a key focus of everyday living," says president and CEO Don Adam, who has dropped 60 pounds himself since trying FABS.

"We wanted to offer high-quality fitness streaming videos to the public at large and to fitness clubs, at an affordable cost."

Here you have videos like Ab Lab, Jump 'N Pump, Classic Yoga, and Power Pilates available on demand, 24/7, on your home computer or TV, at the office, etc. (at www.fabs cyberfitness.com). And a second commercial web site (www.fabs-online.com) will target fitness clubs, workplace gyms, condos, schools, and community centres.

"There is a very large market that wants to exercise by subscribing to an online gym," observes Jim Willett, FABS' vice president of fitness operations.

"Exercise is for everyone, and it should be accessible to everyone."

These two long-time personal trainers are well-versed on the reasons for not working out – like "fitness memberships are too expensive", "I

don't have the time to exercise", or "I'm too fat".

And Adam can tell you with authority that a disheartening 63 per cent of people joining a traditional fitness club stop going within 90 days – usually because they don't know what course of action to take, and fail to get results.

"It's like joining a golf club," he relates. "Just because you've become a member, it does not mean you're going to shoot under 100. If you slice the ball, do you know how to fix it?"

By hiring a personal trainer, he says the outcome changes dramatically. At \$75 an hour, this is cost-prohibitive for many people.

"With FABS Cyber Fitness, the goal is to provide that information in a class format (online)," he explains. "This is like having a personal trainer with you every time you work out."

"There are no machines required. A couple of dumbbells, and an exercise ball (and that's it)."

While most fitness clubs will run you \$50 to \$70 a month (plus an initiation fee of \$100 to \$200), the FABS subscription rate ranges from \$19.99 per month if you join for a year, to \$29.99 by the month.

Upon signing up, you gain access to the members' page, where you fill out a fitness questionnaire, which will direct you into one of 48 programs (divided into four categories – Fat Loss, Toning and Strength, Building and Strength, and Cardiovascular). For example, you can print off a 12-week Weight Loss program that lays out what classes to do each day – while also offering information on nutrition.

Updated on a monthly basis, their videos

feature top fitness instructors from around the GTA (including Willett himself, in five of them).

"We're cutting-edge. We will be doing such trendy workouts as Belly Dancing, and Ballroom Cardio," he says. "We want to get into more niche videos as well – Golf, Tai Chi – so we have something for every single market out there."

That includes children.

"The goal is to do a whole series of Kids' videos, and potentially to get into the school system," Adam adds. "Right now, (in Ontario) we're debating whether we should have gym classes, and yet we're at the highest childhood obesity rate in history."

While it is early days – and some people say they need the social element of going out to the gym, – FABS has a buzz already.

"I think the only weakness that we have is how quickly we can let people know this exists," Willett adds.

"The talk in the industry is such, this is just going to mushroom as long as we let people know. In Canada, there is zero competition. In the U.S., there are a couple of competitors."

FABS largely benefits from having Mississauga's Tim Macklaier onboard as a partner. He is president and CEO of Fastvibe and Online Broadcasting Corp., Canada's largest media streaming organization, with over 3,500 web casts per year.

"We're not limited to any potential," Adam says. "We're on a global distribution network. Our videos are uploaded to servers anywhere in the world. We're out there. We're everywhere." **GOODLIFE**



2008 OUTBACK

LEASE FOR \$334^{††} PER MONTH FOR 24 MONTHS	ONLY 0.5% ALR	OR \$4,000* CASH CREDIT	10.17% EFFECTIVE LEASE APR (For information purposes only)
\$0 SECURITY DEPOSIT • \$3,995 DOWN FREIGHT & PDI INCLUDED		★★★★★ 5-star government crash test safety rating*	

Subaru Canada Price Commitment

Introducing the **Subaru Canada Price Commitment**. Thanks to the strength of the Canadian dollar, there's never been a better time to buy a Subaru north of the border. With the Subaru Canada Price Commitment, we're offering the best rates in Subaru Canada history. In fact, we guarantee that if this National program gets any better on any 2008 Subaru in Canada, between now and March 1st, 2008, we will reimburse you the difference. It's just our way of making a bold Canadian statement in a polite, reserved, understated, Canadian way.

Subaru of Mississauga
6160 Mavis Road 1-866-785-4691
(Just south of the 401 on the west side of Mavis.)

Think. Feel. Drive.



▼ U.S. Government star crash test ratings are part of the National Highway Traffic Safety Administration's New Car Assessment Program. See safercar.gov for more details. *Subaru Canada Price Commitment is in effect until March 1, 2008 and is based on national programs and does not include any regional deals, or auto show promotional offers. If this national program from Subaru Canada gets any better on any 2008 Subaru in Canada between December 4, 2007 and March 1, 2008, we will reimburse you for the difference. Each APR is an effective rate equivalent to the rate of interest paid on a dollar amount calculated from the cost of borrowing using the ALR and taking into account the forgone cash credit incentive. Cash credit and the ALR offers cannot be combined. ††0.5% lease rate based on a 24-month term for Outback (001BP). Down payment \$3,995. MSRP \$30,995. Freight and PDI included. \$0 security deposit. License, taxes, insurance, PPSA and dealer charges are extra. Lease based on a maximum of 20,000 km per year, with excess charged at \$0.15/km. Leasing and financing programs available through GMAC. Vehicle may not be equipped exactly as shown.