

The VIP Home Fitness Blog To Provide Exercise Instructions For Popular Home Fitness Equipment

In addition to featuring premium home fitness equipment, the blog for VIP Home Fitness will give detailed instructions on great exercises for the equipment.

July 9, 2010 (FPRC) -- The internet continues to change the way consumers shop and retailers sell. There is a wealth of information for consumers to use in finding the ideal product. Retailers are not competing only on price, but also on reputation and unique services they offer to their customers.

Already a leader in price and customer service, VIP Home Fitness is further distancing itself from other home fitness equipment retailers by providing detailed instructions on great exercises for its popular fitness equipment. The VIP Home Fitness blog, <http://viphomefitness.wordpress.com/>, already features popular fitness equipment and explains who would benefit from the products. Starting July 15th in an unprecedented move, the blog will now give step by step instructions on great exercises for the fitness equipment.

The interactive nature of the VipHomeFitness.com blog provides the perfect forum for discussions about the exercises and home fitness equipment. The network of professional fitness trainers who contribute to the blog can add their insights to the exercise instructions and the discussions.

The President of VIP Home Fitness, Russell Kovner, describes his reasoning for adding exercise instructions to the Vip Home Fitness blog, "In our latest market research study, we discovered that a large percentage of our customers buy fitness equipment and are not sure the best way of using it. To help people get the most out of their workout and fitness equipment, we decided that giving them tips on great exercises from the same place they buy the equipment is a valuable service. With our large network of professional trainers who already contribute to our blog, it is the natural place for this information."

The new part of the Vip Home Fitness blog starts on July 15th with home gym exercises for the Body Solid Free Weight Leverage Gym.

About VIP Home Fitness

With the ease and convenience of secure online shopping, exercise enthusiasts will find the fitness equipment they thought they could only get in a health club is only a few clicks away at <http://www.VipHomeFitness.com>. Dedicated to providing superior customer service at competitive pricing, VIP Home Fitness offers a 105% Lowest Price Guarantee and also guarantees 100% Satisfaction on all purchases. VIP Home Fitness is a member of the Better Business Bureau and offers free delivery in the United States for orders over \$100. Visit <http://www.viphomefitness.com> or call 1-888-VIP-1322.

Contact Information

For more information contact Russell Kovner of VIP Home Fitness (<http://www.viphomefitness.com>) 866-847-1322

Keywords

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