

American Diabetes Association (ADA) Partners with Fit4D to Offer Online Educational Seminars



American Diabetes Association – Press Release – March 2007

The American Diabetes Association (ADA) has partnered with Fitness4Diabetics in order to provide Tour De Cure riders expert coaching and personalized exercise and nutrition guidance.

Tour De Cure, sponsored by the ADA, is a series of cycling events held in more than 80 cities nationwide to benefit the American Diabetes Association. The Tour is a ride, not a race, with routes designed for everyone from the occasional rider to the experienced cyclist.

The Fitness4Diabetics Coaching Team includes Certified Diabetes Educators (CDEs) who are nurses, exercise physiologists, registered dietitians and personal trainers skilled in providing web-based coaching to people with diabetes whether they are experienced athletes or people just beginning an exercise / nutrition program. By providing professional guidance on both food and fitness, Fitness4Diabetics is uniquely able to support people with diabetes reach their fitness and/or athletic goals.

In support of the ADA, the Fitness4Diabetics Coaching Team will add to its normal schedule of phone and web-based interactive presentations – a dedicated set presentations for Tour De Cure participants. These presentations will highlight the exercise and nutritional aspects of training for and having a successful Tour. Content will be geared both towards the rider for whom this is a first Tour and to the intermediate or advanced rider. Fitness4Diabetics coaches will also address the specific challenges faced by Tour participants who have Type 1 or Type 2 diabetes.

Tour De Cure participants may register by subscribing at: www.fitness4diabetics.com

At the end of each Tour De Cure specific web / phone seminar, all registered participants who are Tour De Cure riders, coaches or volunteers will be eligible to win a complimentary 4-month membership in Fitness4Diabetics which will entitle the winner to personalized fitness & nutrition coaching services (\$525 value)

Also, all Registered Tour De Cure Participants will be eligible to receive a 25% discount on a Fitness4Diabetics integrated exercise/nutrition coaching membership (\$100 value). Offer is valid through June 30, 2007.

"Fitness4Diabetics.com is delighted to support the American Diabetes Association and its riders in their exciting Tour De Cure experience. Our coaches are committed to making the Tour a

fulfilling and fun experience for everyone involved,” said David Weingard, Founder and CEO of Fitness4Diabetics.

Tour participants and others interested in the Fitness4Diabetics.com programs can sign up for the interactive web / phone seminars at www.Fitness4Diabetics.com.

People interested in participating in the Tour De Cure can visit www.diabetes.org for more information. In the New England Area, additional information is available at <http://www.cyclenortheast.org/diabetes/index.php>