CORE STIX®
FITNESS SYSTEM

Core Stix is a fitness system that revolutionizes functional training.

Core Stix started with one brilliant idea from Mike Kadar, Strength & Conditioning coach of the Pittsburgh Penguins (Stanley Cup Champions 2009), and culminated in collaboration with former Space Shuttle engineer Kregg Koch to create a compact, limitless full-body training system.

The secret to Core Stix is in the flexible weighted rods, offering resistance in multiple planes of motion for unlimited exercise possibilities. Both the Pro and the Pro PGX models are exceptionally lightweight and portable, making them perfect for on-the-go personal trainers, group exercise classes, fitness facilities and in-home gyms (accessories and other variations on the product also available). ***Men's Health Magazine*** recently said Core Stix "provides one of the best total-body workouts in our lineup" and offers "an almost unlimited number of exercise choices." (June, 2012)

Core Stix is poised to revolutionize the Health & Fitness Industry with its innovative, versatile, easy to use, and exceptionally comprehensive device.

Science Designs Fitness.

Mike and Kregg bring years of expertise, knowledge, experience and ingenuity to their revolutionary full-body fitness system.

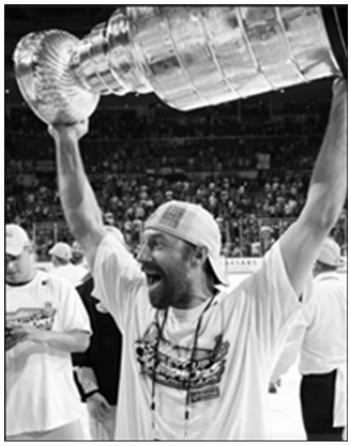
The **science** is in the design as well as the system itself. Drawing from his years as a mechanical engineer for NASA's Space Shuttle rocket program, Kregg was able to design a portable, compact, lightweight board with flexible weighted rods. The result? A uniquely superior patented fitness system that rivals any available today.

With over twenty years in the **fitness** industry and as the Strength and Conditioning Coach for two professional hockey teams (formerly with the Los Angeles Kings and currently with the Stanley Cup Champion Pittsburgh Penguins), Mike has customized conditioning programs to meet the high performance demands of professional athletes for years. His search for a piece of equipment to challenge his athletes and enable a variety of exercises, targeting every muscle group in the body was unsatisfied. Mike drew from the total-body, core-engaging workouts he gained as a youth building fences on the family farm, to invent the Core Stix Fitness System.

Developers of Core Stix

Mike Kadar

Originator / Co-Inventor



Degree in Physical Education

20 year career in the Physical Fitness Industry

Currently the Strength and Conditioning Coach for the Pittsburgh Penguins NHL 2009 Stanley Cup Champions

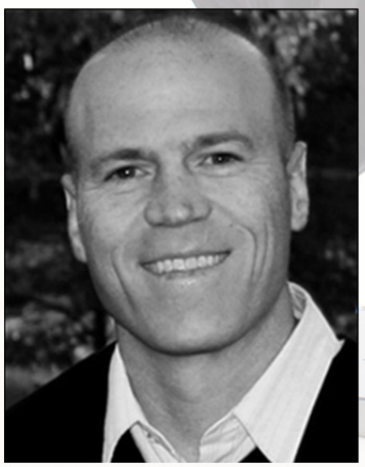
Strength and Conditioning Coach for the LA Kings from 2004 – 2008

Strength and Conditioning Coach for the Gold Medal Slovenian National Team in 2007

Customizes Conditioning Programs and Fitness Strategies for Professional Athletes

Kregg Koch

Co-Inventor



B.S. Mechanical Engineering (Univ. of Colorado)

M.S. Structural Engineering (UCLA)

J.D. (UCLA School of Law)

Registered Patent Attorney

Former Component Design Engineer on NASA's Space Shuttle rocket engine program

Fitness and sports enthusiast

Based in Manhattan Beach, CA, Core Stix is designing and manufacturing (in the United States) some of the most effective, user-friendly and safest equipment available anywhere in the world.

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FITNESS SYSTEM

Core Stix in the News

What's Being Said

"A challenging and effective strength and flexibility workout of smooth sweeping movements and progressive resistance. I felt no need to hit the gym after this. When done, the platform and rods easily slip under the bed or into a closet."

- Roy M. Wallack, Los Angeles Times, October 2012

"The Core Stix trainer provides one of the best total-body workouts in our lineup" and offers "an almost unlimited number of exercise choices."

- David Jack, Men's Health Magazine, June 2012

"…[Janet] Jackson, like many of us, didn't like working out when she first got started. So he kept their workouts fun by using out-of-the-box training tools, like Core Stix."

- Senior Writer Whitney English, SheKnows.com, July, 2012

"It could revolutionize your workout."

- Shape Magazine Fitness Director Jeanine Detz, September 2011

"It's original. It's dynamic! I can't recommend it highly enough."

- Gunnar Peterson, Celebrity Trainer

(CONTINUED)

"A great new tool to get in shape, especially for your core. All the exercises are right there."

- Henry DiCarlo, KTLA 5 Morning News, June 2012

"It really engages the core and you need a lot of core strength to play hockey. It's great for stability on the ice."

- NHL Player George Parros, KTLA 5 Morning News, June 2012

"You could easily fill a 60-minute session with just this machine."

- Susi May, FitSugar.com, April 2011

"It will give you star worthy abs."

- Ashlan Gorse, E! News, August 2012

"[Mike has] pretty much broadened the span of equipment a guy needs throughout the year."

- Pittsburgh Penguins Goal Tender Brent Johnson

"There's literally nothing I can't do with it!"

- Adam Ernster, Celebrity Trainer

"Exercise combinations are endless."

- Jorgen De May, Celebrity Trainer

THE GUY FOOD ISSUE

TONS OF USEFUL STUFF

Men's Health

YOUR CRAZIEST SUMMER EVER!

- DISARM THE BOMBSHELL
- SCORE QUICK CASH
- DOUBLE YOUR ENDURANCE
- BLAST WORK STRESS
- GET BEACH-READY FAST!

THE ULTIMATE BODY WEIGHT WORKOUT

LOOK BETTER—INSTANTLY!

COUNTRY MUSIC SUPERSTAR

Kenny Chesney

HIS ROAD-TESTED FITNESS SECRETS

ALL YOU CAN EAT!

CHOW DOWN & STAY LEAN

RULE THE BACKYARD GRILL

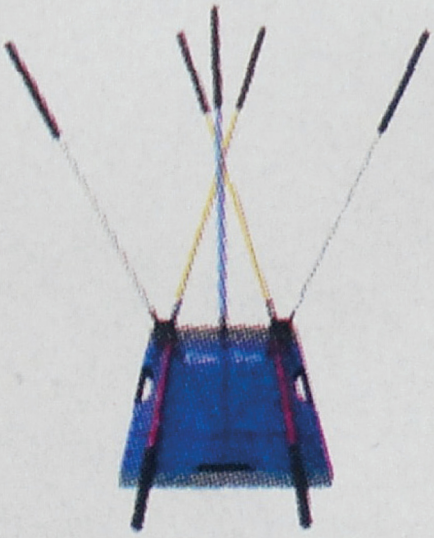
THE DIET ITALIANS KILL FOR

SEDUCE HER WITH BACON

Resistance Band

Medicine Ball

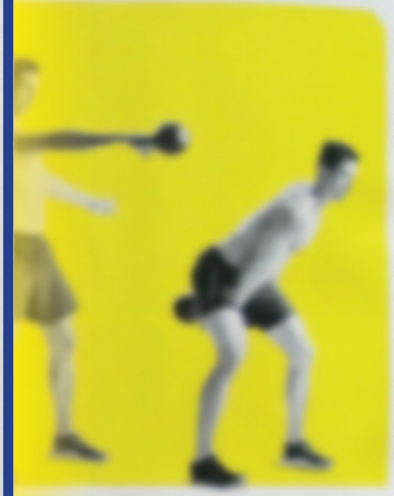
Kettlebell



CORE STIX

Inspired by the demands of farm work, the Core Stix trainer provides one of the best total-body workouts on our lineup. It was designed by an NHL strength and conditioning coach and a former space shuttle engineer, and its flexible rods offer resistance in multiple planes of motion and an almost unlimited number of exercise choices.

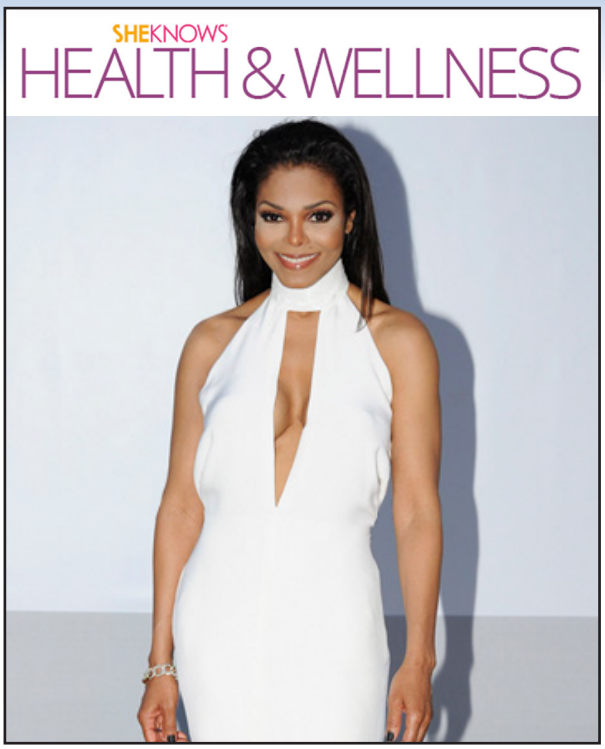
$850 to $1,800, corestix.com



"Core Stix provides one of the best total-body workouts on our lineup." Men's Health Magazine, June 2012

CORE STIX®

FITNESS SYSTEM



JANET'S AMAZING WEIGHT LOSS

Janet Jackson has always struggled with her weight. But as the new spokesperson for Nutrisystem, the pop star is looking better than ever. Find out from her personal trainer Tony Martinez how you, too, can get these amazing results, without the diet, in SheKnows Celebody.

While her diet definitely played a role in her dramatic weight loss, it is Janet Jackson's personal trainer of the past 16 years who really helped the actress and singer get back to her best shape.

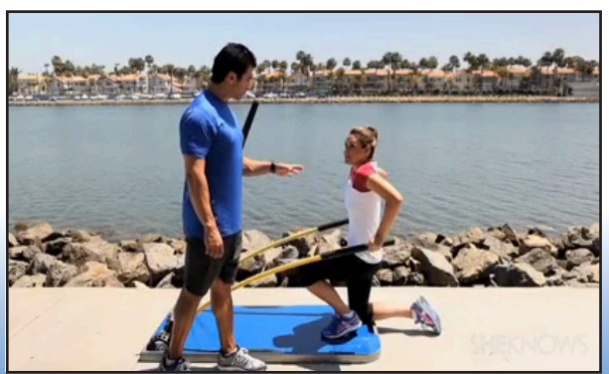
"The machine provides a total body workout, using weighted sticks and instability to sculpt your muscles."

"She gained 60 pounds, and we lost that in three months," her trainer Tony Martinez tells SheKnows of Jackson's fluctuation since those unflattering paparazzi pictures in 2009.

SheKnows met up with Martinez recently at his beachside neighborhood of Belmont Shore, California, to get a private lesson from the trainer, and learn the secrets to Jackson's success.

He revealed that the key to keeping Jackson focused is creativity.

www.sheknows.com/health-and-wellness/videos/514321



TRAIN HARDER. TRAIN SMARTER.

CORE STIX®

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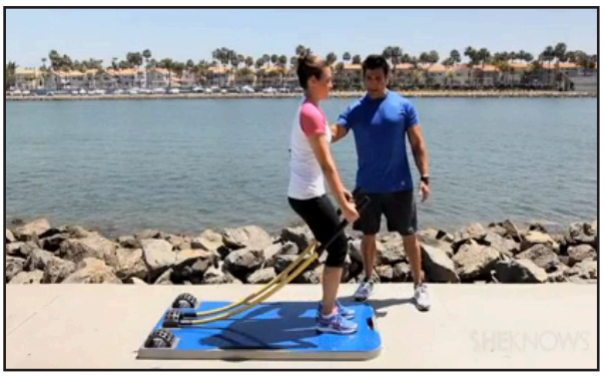
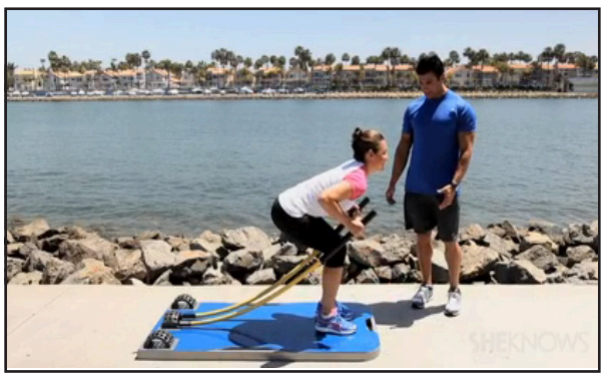




Martinez says that Jackson, like many of us, didn't like working out when she first got started. So he kept their workouts fun by using out-of-the-box training tools, like Core Stix.

Core Stix was invented by Martinez's friend, Pittsburgh Penguins strength and conditioning coach Mike Kadar. The machine provides a total body workout, using weighted sticks and instability to sculpt your muscles. The best part is it only takes about 15 minutes to complete a full session.

"He kept their workouts fun by using out-of-the-box training tools, like Core Stix."

In addition to the strength training, Martinez also does cardio with Jackson about five times a week. Their sessions are so frequent that he travels with her when she goes on tour.

Other celebrity trainers who love Core Stix include Gunnar Peterson (trains Jennifer Lopez, Penelope Cruz and Matthew McConaughey) and Adam Ernster (trains Denise Richards and Nicole Scherzinger).

The equipment serves as a full gym and can be purchased on the Core Stix website.

www.corestix.com

TRAIN HARDER. TRAIN SMARTER.

GEAR

New ways to be old school

By Roy M. Wallack >>> Jump, push, pull, lift, move. The boom in functional fitness, led by hot, high-intensity programs such as CrossFit and P90X that use traditional exercise movements and gear, has caused people to look at old-school strength in new ways. The result: house-friendly innovations that update classic exercises to deliver surprisingly thorough all-body workouts.

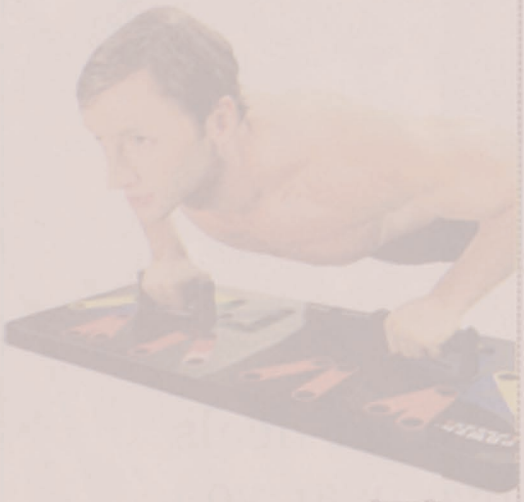
Variations on push-ups

Power Press: A 3-foot-by-16-inch plastic board embedded with color-coded holes that allow you to plug a pair of handles into 15 push-up positions. A 10-week DVD workout program and chart are included.

Likes: An effective, time-efficient home workout that blasts your torso. The various hand positions work chest, shoulders, back and triceps from numerous angles. The DVD and chart cleverly create a P90X-style aerobic-and-strength workout by alternating the push-ups with plyometrics, core and cardio exercises such as split jumps, kickouts, burpees, jumping jacks and Russian ab twists. When you're done, the handles and the two interlocking sections slip into a convenient nylon zippered carry bag with shoulder straps.

Dislikes: The push-up positions are not numbered on the board. So when you see "C1" on the instruction sheet (a wide hand position), you must hunt for C1 on a small map of the board first, rather than look on the board. It's irritating, although you learn the hand positions eventually.

Price: $49.99. (800) 354-5117; *www.getpowerpress.com*



Power Press

Core Stix

Bend, stir and sweat

Core Stix: Like an old Bowflex gym, a Core Stix workout comes from pushing and pulling fiberglass rods, which in this case are attached to a multi-angled, ground-level hub on a base platform. Invented by Pittsburgh Penguins strength and conditioning coach Mike Kadar, who was inspired by childhood memories of digging fence posts on his dad's cattle farm in western Canada, it comes with rods of three levels of difficulty.

Likes: A challenging and effective strength and flexibility workout of smooth sweeping movements and progressive resistance. I felt no need to hit the gym after this. The DVD workout, designed with Hollywood celebrity trainer Gunner Peterson, leads you through a functional, core-centric adventure that hits all body parts. The hubs, dotted with holes at different angles, allows the positioning of rods for endless arm and leg exercises. When done, the platform and rods easliy slip under the bed or into a closet.

Dislikes: Not cheap.

Price: $849; $699 models designed for low-strength adults and youths. (855) COR-STIX, (855) 267-7849; *www.corestix.com*

Jump to it

GoFit Plyobox: A pyramid-sloped wooden box used as a landing pad during box jumps. This is a multi-joint, low-impact plyometric leap from the ground that builds speed, vertical leap, coordination, and glutes, hamstring and quadriceps strength.

Likes: Box jumps are a fantastic exercise that works the whole body. The Plyobox provides a solid platform, with two cut-outs serving as handles. Made from five prefinished pieces of plywood, it assembles in about 40 minutes; 22 screws built into channels on the inside of the walls turn easily with a 6-inch-long Phillips head screwdriver (not included). Included is a laminated exercise flip book, which turns jumps into a full-blown workout routine by mixing them with lateral side steps, incline and decline push-ups, and one-legged squats. Plyobox is lower priced than similar jump boxes.

Dislikes: Although the top edges of the box are sanded, I'd have preferred them more rounded, to prevent the possibility of scratching your leg on an edge.

Price: $59.99 for 1 foot; $79.99, 1½ feet; $99.99, 2 feet. (888) 530-4441; *store.gofit.net*

GoFit

Wallack is coauthor of "Barefoot Running Step by Step" and "Bike for Life: How to Ride 100." roywallack@aol.com

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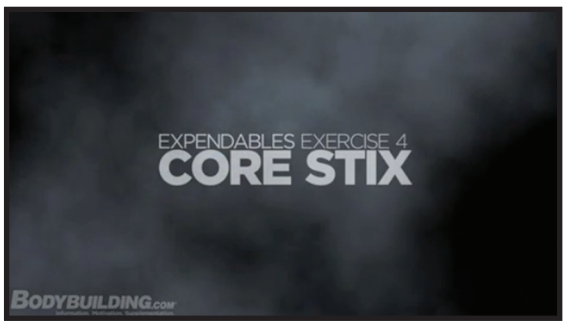

Expendables 2 Workout: Gunnar Peterson's Celebrity Training Plan

To become an action hero, you need to train like one. See how celebrity trainer Gunnar Peterson preps the Expendables!

This is a new product: resistance rods. There are hundreds of exercises you can do with these. Do different movements with different kinds of resistance, or even the same movements with different resistance.

Shock the body, wake the muscles up, force them to adapt.

We sometimes need to introduce new movements to achieve dramatic results. Don't forget, some of these guys, like Sly Stallone, have been lifting forever. I think Sly was a member when Leviticus had a gym.

> ***"Shock the body, wake the muscles up, force them to adapt."***

Like Leviticus, your gym probably won't have Core Stix. You can achieve similar movements with cables.

Oblique rotation: Come down deep, nice and low to the hip, then turn and pivot so everything fires through the core. Switch hands and go to the other side.

This is a functional and athletic move. Most importantly, this is an action hero move!

www.bodybuilding.com/fun/the-expendables-2-workout-gunner-peterson-celebrity-training.html

CORE STIX®

FITNESS SYSTEM

E! NEWS

How stars get in shape for their close ups at the Emmy Awards!

"Celebrities count on Celebrity Trainer, Gunnar Peterson, to help get ready for one of the hottest red carpets of the year!"

"The final move will give you star worthy abs!"

TRAIN HARDER. TRAIN SMARTER.