



HF Industries Pty Ltd [ABN 16642637896]

PRESS RELEASE

FOR IMMEDIATE RELEASE
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New Range of Power Blocks Now Available in Australia!

HF Industries pleased to announce the arrival of the new Power Block Sport Series, available in Australia exclusively from HF Industries from February 2009.

The Sport Series is the third generation of PowerBlocks new in June of 2008. The Sport Series consists of 4 models of PowerBlocks with unique differences in both form & function.

As far as form goes, the dramatic changes would be the Gray color of the steel weight plates vs. the black weight plates of other PowerBlock models and the rounded shaped top of the weight plates offering a stylish look.

In terms of function differences, the Sport Series has tapered handles, double tethered selector pins (not on the Sport 2.4) , the wrist supports are of a more open design offering a larger handle cavity and the dial locks are recessed into the handle.

Visit www.powerblock.com.au for more information!

About HF Industries:

HF Industries is a family owned and operated business that has been prominent in the Australian Fitness Industry for more than 30 years. We represent US based equipment brands such as StarTrac, FreeMotion, Balanced Body Pilates, Ab Coaster, Marpo Kinetics, and Power Block.

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