



HF Industries Pty Ltd [ABN 16642637896]

## PRESS RELEASE

FOR IMMEDIATE RELEASE  
March 2009

### **HF Industries Announced as Australian Distributor for Viper Rope Climber!**

HF Industries in conjunction with Marpo Kinetics are pleased to announce that the Viper Rope Climber products have finally arrived in Australia.

Marpo Kinetics is the industry leader in rope climbing exercise equipment. Their **V Series Rope Climbers** deliver an unmatched blend of cardio and strength fitness that targets the entire body. The machines help club operators attract new members and improve retention with unique, innovative, engaging workouts and maximize floor space utilization with compact, multi-exercise units.

With today's busy, "accelerated" lifestyles, fitness fans are often forced to shorten their workouts, compromising their gains and goals. Marpo Kinetics is committed to helping people maximize the results of each workout, be it fifty minutes or fifteen. Their machines are used every day by busy family people, Olympic athletes, coaches, and fitness trainers, providing them the ultimate mix of strength and cardiovascular training.



[www.hf.com.au](http://www.hf.com.au)

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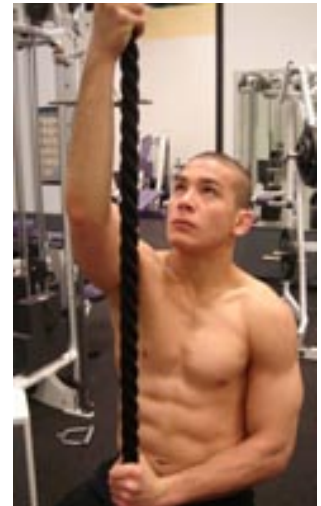
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### ***Maximise Workout Effectiveness***

Stop using separate machines for different muscle groups. Rope climbing delivers fast, effective workout for your entire upper body.

Selecting the appropriate setting allows you to use rope climbing for strength, cardio, or circuit training.

Get a great cardio workout in 5-10 minutes as opposed to 20-30 minutes on stationary bikes, ellipticals, or treadmills.



### ***Make Rope Climbing a Fun, Safe Part of your Routine***

Through rope resistance and weight compensation settings, rope climbers enables anyone to benefit from rope climbing - elite athletes, less fit individuals, women, kids, and the elderly.

By keeping the user close to the ground, rope climbers make the exercise safe. While climbing, one actually gets the feeling of reaching higher and higher, just like on an actual ceiling rope.

### ***Improve Your Performance in Other Sports Activities***

If upper-body strength and cardio performance are key to success in your sport or activity, consider rope climbing. It works arms, back, chest and abs, and gives you both strength and cardio training.

Unlike ordinary ceiling rope, our rope climbers deliver a smooth, continuous workout without the need to climb down and to interrupt the rhythm of the exercise.

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The Marpo Kinetics Series of Viper Rope Climbers is now available exclusively from HF Industries.

Visit [www.ropeclimbing.com.au](http://www.ropeclimbing.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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