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## ANDRE AGASSI AND GIL REYES LAUNCH *BILT BY AGASSI & REYES* TO CHANGE THE GAME OF FITNESS

*Sports Icon Agassi and His Longtime Trainer Debut Fitness Machines  
That Built Agassi's Championship Career*

**Las Vegas and Los Angeles (March 15, 2012)** – To safely build the strength needed to win eight Grand Slam titles and dominate the world of tennis throughout his long career, Andre Agassi trained on innovative fitness machines hand-developed by him and his strength and conditioning trainer, Gil Reyes. Today, these two world class, inspirational fitness leaders are announcing the launch of [BILT by Agassi & Reyes](#), which is bringing this revolutionary, professional equipment to people everywhere.

“Together, Gil and I developed machines with the intent to make me a better player, always recognizing the importance of strength, conditioning and safety,” said Agassi. “Collectively, after almost two decades, we wanted to give our gift to an industry and public that seeks and deserves innovation.”

At launch, **BILT by Agassi & Reyes** consists of 12 machines, all modeled on the exact equipment Agassi used to train. Designed by Reyes, who also trained other world-class athletes on these machines, they are built for productivity: high intensity muscle isolation to safely build strength without injury. Key pieces include:

- **BILT Flat Bench:** Retractable arms uniquely and safely lower the weighted bar over the user's sweet spot across the chest and retract upon lift off. This design eliminates the dangerous stress on the shoulders which is imposed when the user reaches up and back to lift the weighted bar on a traditional bench press machine.
- **Change of Direction Machine:** The ergo-efficiency of the moving parts of this machine allows for a safe squat movement as well as an intense, yet safe, lateral exercise series, including side shuffles, lunges and single leg squats. The construction of the machine provides for a safe direct line of movement which protects the spine and back muscles and conforms to the natural angles of the body.
- **BILT Abdominal Machine:** This machine allows the user to safely and effectively isolate the abdominal muscles through a full range sit-up motion. Designed to assist in the risk of injury to

the user's back, the position of stability and support promotes sound technique for isolation of individual abdominal muscles.

"We began our journey when Andre fully committed and enthusiastically embraced the strength training process; he was relentless in every set and every rep. We shared concerns for safety, efficiency, and longevity," said Reyes. "My goal was to maximize Andre's training, while allowing him to enjoy the hard work. The machines provide the 'feel' and functionality and enhanced his training efforts; you will see the proof."

The brand's long term vision includes additional strength and cardio machines as well as nutrition products based on Agassi's training regimen as designed by Reyes.

"BILT is truly unique in that it was built on authenticity, and proven by Andre's championship career. That's something people can believe in, and once they experience the technology, they won't want to go back to standard machines that can put their body at risk. We think BILT can transform the category and become the leading story in an industry that really doesn't have one," said Steve Miller, President and CEO, BILT by Agassi and Reyes.

#### ABOUT BILT

BILT by Agassi & Reyes changes the game of fitness with a champion-building legacy. BILT develops and manufacturers strength-training machines that powered world-class athlete Andre Agassi to eight Grand Slam titles, co-engineered by elite fitness trainer Gil Reyes. Located in Las Vegas, BILT believes it is the spirit of the athlete that defines a champion, not the measure of the victory. Join the game-changing fitness conversation with BILT on Facebook ([www.facebook.com/BILTbyAgassiAndReyes](http://www.facebook.com/BILTbyAgassiAndReyes)) and Twitter (@AgassiAndReyes): #NeverQuit.

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