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NEWS RELEASE

April 26, 2003
FOR IMMEDIATE RELEASE

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FORMATIVE ENTERPRISES INITIATES FREE YOUTH EXERCISE PROGRAMS IN LOW-INCOME NEIGHBORHOODS

The New Program will Kick off Today at the Western Youth Center

WESTERN, CA — The nation's premiere manufacturer of youth fitness products will introduce a new youth exercise program today, April 26th at 1:30 pm at the Western Youth Center on Plainview Avenue. Formative Enterprises is sponsoring these sessions free of charge in low-income neighborhoods.

The kickoff celebration will also include an informational talk and demonstration of the new programs which are set to be offered at youth facilities nationwide.

On hand to host the festivities will be the CEO of Formative Enterprises, Jamie Molack, Congressman Chad Latham, State Senator Rona Jackson, and John Peters, the Athletic Director of the Western Youth Center.

"The members of our company felt a responsibility stemming from the recently passed National Fitness Initiative," explains Molack. "Since we develop and manufacture more youth exercise equipment than any other company, we were determined to pass on the importance of exercise to kids who cannot afford to purchase these products themselves due to a lack of resources."



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Working hand-in-hand on this new venture with Molack is U.S. Representative Lathem. Besides being one of the sponsors of the original National Fitness Initiative, Lathem's home district is located in the same area as Formative Enterprises home office, Western, California.

According to Lathem, he believes this program can change the exercise habits of thousands of underprivileged youth in this country. "It is great to see a large company make such a major contribution to low-income families the way Formative Enterprises has done. They have and continue to make a difference in the lives and well-being of this nation's children."

Other individuals who will be in attendance at the demonstration include program participants, key executives from Formative Enterprises and a contingency of Youth Fitness Directors from across the United States.

Formative Enterprises is the nation's leading manufacturer of youth fitness products. Founded in 1994 by a former state fitness advisor, the goal of the company continues to be keeping this country's youth fit and healthy. For more information on Formative Enterprises visit the website at www.formativeenterprises.com.

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