



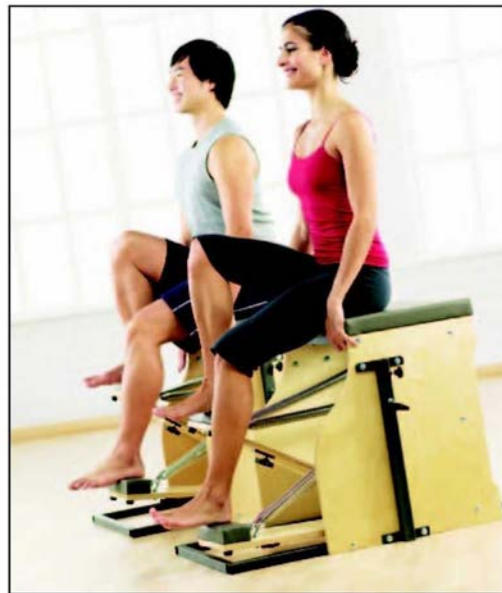
STOTT PILATES®: The most-respected Pilates brand in the world

THE recent presentation to media made by representatives of the world's most-respected Pilates method and equipment line, STOTT PILATES®, was met with great success on Friday, February 4. The event was organised by Merrithew Health and Fitness™ executive management and the official representative in Cyprus, Elatis General Trading Ltd, member of Vassos Eliades Ltd. Group of Companies. The goal was to educate the media about the benefits of STOTT PILATES® as a revenue generator for fitness facilities and to emphasize that this method reaches a wide spectrum of exercise enthusiasts.

During her address, Carol Tricoche, Vice-President of Full Solutions™, (the business development division of Merrithew Health and Fitness™) reinforced one of the Company's main objectives saying, "We want to make Pilates accessible to a wider audience – all ages and stages – and to help fitness facilities and studios realise the benefits that STOTT PILATES can offer to the body and mind."

Following Tricoche's presentation, journalists were able to catch a glimpse of the world-renowned STOTT PILATES programming in action during an exclusive demonstration at the new Pilates venue at the Hilton Park Hotel. They were amazed at the practicality of the method for all fitness abilities and fitness levels – as well as the superior craftsmanship of the equipment line.

STOTT PILATES is the premier brand of Merrithew Health & Fitness – leading the industry



with high-calibre education, equipment and media worldwide. STOTT PILATES has earned an international reputation as the world's most respected Pilates brand with over 28,000 individuals trained from 107 countries. STOTT PILATES equipment is top of line – offering versatile and durable pieces that have been engineered for maximum safety and effectiveness. Known for their high-quality manufacturing standards and precise engineering STOTT PILATES equipment has become synonymous with quality in the industry and is used by sport teams, health professionals and fitness facilities around the world.

■ *Authorized Distributor: Emilios Pantelides, Elatis General Trading, P.O. Box 21085, 1501 Plateia Elefterias Post Office, Nicosia, Cyprus. Tel: 357-22-81-71-93, Fax: 357-22- 81-71-92
Email: elatis@stottpilates.com*