



www.sequoiafitness.com info@sequoiafitness.com

April 27, 2010. Denver, CO. Sequoia Fitness Products USA is pleased to announce the approval and endorsement of the World Natural Bodybuilding Federation and the International Natural Bodybuilding & Fitness Federation (the amateur arm of the WNBFF) on all of its products. The WNBFF tested all of Sequoia's body fat measurement products and ruled that they exceeded the ease and accuracy required by the world's most demanding athletes. The World Natural Bodybuilding Federation is an organization that promotes the use of drug-free bodybuilding and supports athletes in this endeavor.

Specifically, the WNBFF informed Sequoia Fitness that its Warrior, Defender, and MetaCal body fat calipers were found to be closely aligned with the results of underwater body fat testing and tests performed using institutional grade Lange calipers. The WNBFF mentioned that the Warrior Digital Body Mass Caliper should be used by athletes wanting to calculate lean body mass, an important measurement in physique enhancement programs. Defender was also mentioned as easy to use with a Visual Pressure Indicator for improved accuracy and a slide wheel chart to easily interpret results. The WNBFF also approved the OrbiTape body measurement tape for use in circumferential measurements as well as endorsed its use among the bodybuilding community for biceps measurement.

"We are very proud to receive the endorsement of the WNBFF and INBF organizations," stated Matt Chalek, spokesperson for Sequoia Fitness Products. "Over the last 2 years we worked very diligently on the development and performance of our products to make sure that they exceed the performance of existing consumer body fat calipers and body tapes on the market."

Cheh Low, president of the WNBFF, commented, "Sequoia's current portfolio of body fat measurement products are the most reliable and accurate devices on the market."

Sequoia Fitness Products USA is a manufacturer and marketer of body fat measurement tools including the Warrior, Defender, and MetaCal body fat calipers; OrbiTape body tape measures; Tonus body mass calculators; BodyPower diet and nutrition software. The company also distributes BOA 2000 hi-speed jump ropes, Bowflex heart rate monitors, and Heat Wave Instant Reusable Heat Packs. To learn more about the company and its products, please see www.sequoiafitness.com or email Matt Chalek at info@sequoiafitness.com.