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## Power Systems Launches Redesigned Website, More Features Make Shopping Easier

(4/4/2008)

Award-winning fitness and sports performance equipment provider Power Systems Inc. has relaunched its website with a new design and enhanced features to make shopping for training products and programs easier.

“We wanted to update our website to meet the needs of an ever-changing marketplace,” said Monty Kilburn, Vice President of Marketing. “Our new site provides improved navigation and search functions to enable customers to find products quickly. We have also increased the content provided for each product, so trainers, coaches and individuals can make better-informed decisions about their purchases.”

The new site ([www.power-systems.com](http://www.power-systems.com)) gives visitors the option to shop by product category, fitness or sport-specific goal, keyword search or virtual catalog, which can be downloaded or browsed in a dynamic, user-friendly format.

Customers also will see improvements when placing orders. The availability of quick order, order status and order history features simplified placing, tracking and viewing orders.

Other enhancements to the site include the addition of videos with product demonstrations and dozens of educational articles on various topics.

“The next phase of our website development will be the upload of more video content and additional interactive features to engage users and provide more value-added services,” said Kilburn.

*Power Systems Inc. is a leading marketer of fitness and sports performance training equipment headquartered in Knoxville, Tennessee. Founded in 1986 by Bruno and Julie Pauletto, Power Systems aims to advance health, fitness and physical performance for everyone by offering over 2,000 innovative products. For more information, visit [www.power-systems.com](http://www.power-systems.com).*