



AXIUS Launches on Kickstarter

New product is ready to tilt, rotate and roll into fitness training

San Diego, CA (June 1, 2016) – AXIUS Core Inc. announced the launch of a 45 day Kickstarter campaign, which is set to go live June 28th, to produce inventory of its functional fitness product. This new tool will revolutionize the way one's core is activated through controlled instability.

AXIUS tackles the three key components that are common in athletes: a strong functional core to transfer power generation through the body, a heightened level of proprioceptive awareness and balance, and the joint stability and mobility which is critical for injury prevention. AXIUS, with its sleek and efficient design, is the first tool to address all these aspects of athletic training.

According to a Harvard Medical School study in Harvard Health Publications, your core plays a crucial role in connecting your upper and lower body. Necessary body movements either originate in your core, or move through it as a ripple effect. Enhancing you core will build up power and increase balance and stability. This will prevent injuries during sports or other everyday activities and improve functionality.

Founder of AXIUS and former USA National Rugby team member (2008-2014), Brian Doyle sought after an all-in-one product for balance-based exercises. After suffering a potential career-ending knee injury, it was during post-operation physical therapy that Brian realized the importance of instability training in relation to one's core. The effects of core-balance exercises in Brian's training made a positive impact on his body mechanics and performance on the rugby field. "With AXIUS, I wanted to create an integral tool that would not only help prevent injury, but also target the key systems in your body to help improve performance" says Doyle. He also stated, "When living an active lifestyle, whether that's playing rugby, going for a run or going to the gym, managing your body just becomes a part of life." Fitness enthusiasts of all abilities can now train like a pro, in any setting.

How AXIUS Works

With maximum instability and 360 degrees of mobility across three planes of motion - tilt, rotate, and roll - AXIUS enables functional movement and range of motion on traditional exercises. Flip AXIUS to dome side down, and eliminate the roll while reducing the tilt and rotation for controlled instability. There are three different ways to use AXIUS – ground work, standing balance training, and functional weight training.

1. Ground Work

Various levels of instability and 360-degree mobility will allow for exercises such as planks, rollouts, and pushups. Along with mobility work and stretching.

2. Standing Balance Training

Focus on proprioception and core activation with exercises like squats. Add supplied resistance bands and achieve the ability to do presses, weighted rotation, curls and other traditional movements. Use the supplied stability ring underneath AXIUS to reduce the amount of instability when balancing.

3. Functional Weight Training

Weighing at 15lbs and with multiple grip positions, use AXIUS for full body movements.

Most recently AXIUS and Mike Barwis, Founder and CEO of Barwis Methods, formed a partnership, and AXIUS is proud to announce Mike as our Director of Programming. Mike is the Senior Advisor to the New York Mets and the star of Discovery Channel's "American Muscle." He will be developing programming and educational curriculums for AXIUS and will help to implement them to a worldwide audience.

Utilizing AXIUS will eliminate the need for unnecessary equipment and provide savings for individuals and training facilities.

Kickstarter Campaign

The Kickstarter goal for AXIUS is \$50,000. Throughout the duration of the campaign, backers can preorder AXIUS* at discounted rates. Samplings of the rates are as follows:

1 AXIUS Training System - \$195

3 AXIUS Training Systems - \$555

5 AXIUS Training Systems - \$875

10 AXIUS Training Systems - \$1650

15 AXIUS Training Systems - \$2325

20 AXIUS Training Systems - \$2900

*Stability Ring and Strength Bands included with each unit

Other contributions will be available and rewarded as follows:

AXIUS Dry Fit Logo T-Shirt or Ladies Tank - \$40

About AXIUS

Founded in 2015, AXIUS Core was engineered and developed in southern California by Flex Partners Inc. AXIUS offers efficient workouts with levels of progression through varied degrees of instability and multiple planes of motions. To learn more about AXIUS or arrange a demo, please visit www.axiuscore.com.

Contact

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Kickstarter: <https://www.kickstarter.com/projects/1811282608/2010065533?token=4d7a07ee>