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Fit Werx opens new fitting studio in Northeast

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April 3, 2007 -- *Press Release:* Ian Buchanan, co-founder of Fit Werx, the well known Road and Triathlon Cycling Specialists and bicycle fitting studio in Waitsfield, VT, is pleased to announce the opening of a second Fit Werx location - Fit Werx² located just North of Boston at 67 Foster Street in Peabody, MA.

Fit Werx² brings Fit Werx' state of the art bicycle fitting services, exceptional selection of road cycling and triathlon products, and focused repair/service center to the Boston area on a daily basis. Fit Werx² is managed and operated by co-owners Marty Miserandino (marty@fitwerx.com) and professional triathlete Dean Philips (dean@fitwerx.com). Dean and Marty are both SICI certified bicycle fitters and have trained intensively with Fit Werx' founders Ian Buchanan and Sarah Shorett prior to the opening. Co-founder Ian Buchanan summed up the opening of the new location by saying, "Fit Werx has always been about helping road riders and triathletes reach their potential and achieve their goals by helping them find the right fit and the right products for their individual needs. Fit Werx² will bring the industry leading Fit Werx philosophy of personalized and consultative fitting, product selection and service to more athletes than ever."

More information on Fit Werx and the new Peabody, MA Fit Werx² location can be found at www.fitwerx.com.

Fit Werx², 67 Foster Street, Peabody, MA 01960 PH: 978-532-7348. e-mail: FW2@fitwerx.com. Web site: www.fitwerx.com

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