



Dear coach and fitness professional,

Natural Fitness Labs™ and xczone.tv, leaders in “Clean Oxygen Fed Sport Cinematography®” are very excited to announce the imminent release of a breakthrough DVD resource for high-performance sports.

The *Training Secrets for High-performance Sport®* volume reveals the most successful methods of World Class athletes, and is guaranteed to streamline your efforts, build sports-specific fitness and deliver tangible results. Begin a deep-dive exploration of applied sports physiology, psychology and pedagogy - a journey that exposes the secrets of elite fitness in high-performance sport. The product is a complete synthesis of the most successful medal winning programs and advice by a pedigree of scientists, coaches and elite athletes. Collectively the talent owns 33 Olympic medals, 43 World Cup medals, and 2 firsts in greatest human achievements.¹ The initiative took 3 years and \$180,000 to complete. Great care has been taken to harmonize this DVD with National Coaching Certification Program (NCCP) doctrine, National Sports Organization (NSO) pedagogy, and the latest scientific literature.

Natural Fitness Labs and xczone.tv are staffed exclusively with athletes who are dedicated to “*putting back into the sport.*” Please appreciate that we have not received any financial support or grants supporting this initiative, this represents years of our own investment of time and resources.

Here you will find a comprehensive body-of-knowledge for coaching cross-certification, and the blueprints to help athletes train smarter than their competition. Realize immediate performance gains with a medal-proven prescription, and give yourself the edge.

From an introduction to structured fitness training to a post-graduate course in a

¹ CAST: Ed McNeely, Exercise Physiologist and leader the strength and conditioning industry • Dr. Penny Werthner Olympic track athlete. Professor at the School of Human Kinetics at the University of Ottawa, and is an active Mental Training Expert. • Thomas Alsgaard, 5 Olympic Gold Medals, 10 world cup medals one of the most greatest cross-country skiers of all time. • Axel Merckx, T-Mobile Tour de France, Olympic Silver Medalist Cycling • Sue Holloway silver and bronze Olympic medals (Kayak and Cross-Country Skiing) • Rob Marland Olympic Gold Medalist Rowing • Beckie Scott Olympic Gold Medalist Cross-Country Skiing • Justin Wadsworth Olympian Top Ten World Cup Cross-Country Skiing • Ole Einar Bjoerndalen the most successful Biathlete of all time 5 Gold Olympic medals, 3 silver, a bronze and 16 World Championship medals. • Hakkon Nordbeck, Sweden, WC Medalist • Dr. Sven Pinkert German National Slalom Kayak Champion, High Performance Director Canoe Kayak Canada • Roger Archambault Biathlon High Performance Director, Manager of Olympic Preparation, Canadian Olympic Committee • Pierre Lafontaine CEO of Swimming Canada, • Marcia Birkigt 2nd cdn birkebeiner, 1st keskinada loppet • Cyrus kangarloo 3rd keskinada loppet • Nikki kassel 1st university skier Canada 2nd keskinada loppet • Phil villeneuve national Cross-Country Skiing team and national mountain running team, 2nd keskinada, 2nd USA national sprint • Megan mctavish 2nd cdn roller skiing champs • Sheila kealey 1st cdn roller ski champs, Keskinada champion, Cdn national long course Cross-Country Skiing champion elite triathlete • Karl Saidla, Keskinada champion, Silver Canadian winter games • Lise Meloche, Exercise Physiologist, Educator. National Biathlon and Cross-Country Teams, Junior national Kayak Champion, 200 World Cup races, 21 Top 10 Finishes, 9 National Championship Titles, 7 World Cups Medals, 3 World Cup Gold Medals, 3rd Overall World Cup rank, 2 Olympics • David McMahon National Biathlon Champion, Bronze Medalist at the World Summer Biathlon Championships • Lynne Bermel Professional Triathlete, World Military Running Team, Ranked 3rd overall in the World for Ironman Distance Triathlons • Dr. Christian Otto Junior National Biathlon Team, Mountaineering and skiing expeditions, Expert in remote medicine in extreme environments • Phil Marsh Area Manager of Running Room • John Westdal Pro Triathlete • Ray Zahab One of World's Greatest ultra-runners, Completed the first non-stop 7500 km run across the Sahara • Richard Weber National Ski Team, Skiing Hall of Fame, Completed the first return ski to the North Pole • Gudrun Phleuger 3x Overall World Loppet Cross Country Skiing Champion, 5x World Mountain Running Champion • Bill Hurley World Masters Mountain Bike Champion • Dominique Larocque National Mountain Bike Champion and In-Line Skating Champion • Chris Blanchard National Cross-Country Ski Team • Jill Perry National Boxing Champion • Ian Murray National Sprint Medalist Cross-Country Skiing • Byran Czop Stunt performer, Nordix



comprehensive 9-hour course package, spanning two disks. The program is also available for mobile devices like the ipod, so you can take the resource into the field.

Marketing research demonstrates that a DVD is far more interactive and engaging than print material. It has a better retention rate and is certainly more entertaining for developing athletes. Notwithstanding, this companion product is meant to enrich existing coaching resources, not replace them.

The components to high-performance sport are fundamentally bound to the quality of technique and training. Unfortunately, most elite athletes take these secrets to the grave, and the most successful training programs are locked away. The athlete needs to train smarter than their competition, not just harder, and it helps if you have a plan visualized, and even better if you can recall knowledge at a press of a button.

This program is derived from decades of personal experience at an elite level, supported by mountains of national training programs and reference materials. We have unlocked these most successful gold-medal making programs, and enlisted the help of experts in a variety of athletic-sports to provide their best advice. Leading sports scientists will provide you with the theory that you will need to understand. You will get guidance from the most success coaches on how to build a winning program, and elite athletes will explain the pragmatics of high-performance sport. You will realize that there is remarkable and universal similarity in what constitutes the serious fitness training, and that the secrets are bound in a handful is critical training principles.

The process began with Natural Fitness Labs and xczone.tv arbitrating an unified approach, by bringing together recognized experts in the field, generating discussion, consolidating ideas and arriving at a consensus for a an clear approach to training high-performance sports. The project successfully consolidated current understanding of training and teaching methods by engaging key principals in discussions and in the production process to the greatest extent that is practical.²

We chose Nordic skiing as an initial model because these athletes practice a highly evolved training regime, necessarily involving competencies in multiple-sports. Nevertheless, it became evident during production that over 90% of all fitness training is the same for all sport. Thus, the DVD is presented in a sport-agnostic manner and structured in a modular fashion so that one sport can be substituted for another, 10% sport-specific content can be added and the product re-mastered. So any sport can have their own all-inclusive training DVD in rapid order at a fraction of the cost!

² The draft content for the product was initially released to stakeholders and sports organizations globally on 01 June 2004. The proposed content was posted publicly 15 September 2004 across sports related newsgroups with a Request for Comments (RFC). All comments or contributions to the project have since been integrated into the final product. This is what several thousand sports experts, coaches and athletes have told us they wanted.



If your sport would benefit from a coaching manual on DVD, we encourage you to capitalize on the work already completed. Just see what we have done for cross-country skiing (technical and training).

Value proposition:

We are offering certified coaches and instructors discounted copies of the pre-release, through their association.³

We propose to give any association 50% of all proceeds of the sales from their membership or constituents.⁴

We are offering to re-master a program individual National Sports Organizations and add sport-specific content, to suit their needs.

We are inviting you to visit the product web site www.xczone.com/newskitrg.htm

Sincerely,

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³ Offer expires 01 Dec 07

⁴ Assumes the endorsement and marketing of the product by the association to its members