

INTRODUCING THE NEXT GENERATION OF URETHANE DUMBBELLS.

After producing more than 325,000 dumbbells and fixed barbells over the past 12 years, we know a thing or two about durability, construction, and functional design. Our years of manufacturing experience, coupled with our in-house design, prototype and production expertise, have culminated in the latest advancement in the Iron Grip product line:



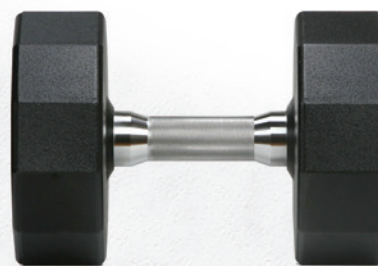
Extra wide handle diameter at each end further improves our industry-leading durability.

Innovative new patented handle design, featuring a defined grip area with flared shoulders for a more comfortable, secure and ergonomic grip.

High-contrast weight marking is still easy to read, as well as permanently engraved and maintenance-free.

Uniformly textured surface offers more scuff-resistance and shows less wear. As always, Iron Grip's proprietary urethane is formulated in the US for superior strength and longevity.

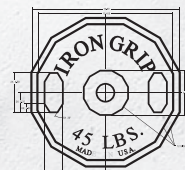
Iron Grip's unique handle design widens to a heavy-duty 1 $\frac{3}{4}$ " diameter at each end, adding strength and durability. The defined gripping area provides the user with a secure and comfortable grip in the center of the handle.



Founded in 1993, Iron Grip has become the largest commercial free weight provider worldwide, and the only company to manufacture a complete line of free weights in the USA. With more than 35 million pounds of urethane dumbbells, barbells and plates sold, Iron Grip is the industry leader in free weight equipment.

Available Summer 2010. For more information, contact us at 800-664-4766 or visit www.iron Grip.com.

For Quote Contact: Bill Jacobs at bill@coachbilljacobs.com or 513-277-1938



IRON GRIP
BARBELL COMPANY