

XERGAMES™

NEWSLETTER



July 2008

Serious Fitness for People Who Love to Play!

Dance is Hot!

Our new wireless XerDance program for up to 32 users:
No wires, new smart dance pads with feedback extra light and extra cool!

email:
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XERGAMES PRESS
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Sportwall Xergames in [Denmark](#)

For help with parties or



In front of XerGame's Sportwall Performance-PT, Acting U.S. Surgeon General Rear Admiral Steven Galson (center) presents GoKids Boston Director Kyle McInnis (left) and UMASS Chancellor Keith Motley (right) with the Champion award. (Photo: Business Wire)

**XerGames and GoKids
partner to provide award-winning**

competitions?

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Coach's Corner

By Dan Ross

Ever tried to explain the intricacies of proper form to an entire PE class or after school program? What about proper squatting technique to a 75 player football team? Or perhaps cueing a group X class while maintaining the intensity level. This common fitness challenge is where the XerDance sets itself apart. No need to stress about high risk weighted exercises and joint stability. It's adaptable to all ages and ability levels so everyone can get a safe, effective workout! So next time you have limited time or clientele with a limited attention span, fire up the XerDance and get them moving!

Do you have a favorite Sportwall drill or activity? Share it with us! stories to Dan Ross
mail to: DanR@xergames.com

Remember - instructors must verify competitor's score for National Top Ten consideration.
E-mail scores to Rick Clausi

program!

U.S. Surgeon General honored GoKids Boston with its Healthy Youth for a Healthy Future Champion Award. GoKids Boston is a research, educational training, and community outreach center of the University of Massachusetts, which partnered with XerGames to offer a variety of exergaming activities, combined with nutrition lessons, educational tutoring, and leadership skill building. GoKids features Sportwall Performance-PT™, XerDance™ multiplayer, and dance pads by Cobalt Flux®, which are all manufactured or supplied by XerGames. GoKids Director Dr. Kyle McInnis explained: "The Center combines evidenced-based behavior strategies with fun interactive games such as lighted walls and computerized dance pads, collectively called 'exergames,' to help get kids engaged and moving.

The Surgeon General's award recognizes those communities throughout the nation that are addressing childhood overweight and obesity prevention by helping kids stay active, encouraging healthy eating habits, and promoting healthy choices. According to the Surgeon General, 12.5 million children are overweight in the United States -- more than 17 percent -- and overweight children are at greater risk for many serious health problems. Dr. McInnis also reports overweight children are also at greater risk for psychosocial issues including depression and low self esteem and that a growing body of research shows obesity and low levels of physical activity are additionally associated with poor academic achievement.

"We cannot wait any longer," said Dr. McInnis. "We need to act collectively to make real changes or we stand to put a whole generation of kids at further risk."

Jim Teatum, the CMO of XerGames and former President of Nautilus, said, "Studies show the obesity problem boils down to poor diet and inactivity. We've seen that today's kids are not very keen on counting reps and watching the time tick down on a treadmill; they would rather sit in front of a TV, computer or videogame. Our exergame products turn the problem into the solution by using computer technology to engage kids, involve them, and get them up and moving. Put simply, exergaming is what kids want to do. That makes a huge difference in terms of the level of involvement and exercise adherence." "We are proud that XerGames' products were chosen for GoKids Boston and especially proud of the Center receiving this well-deserved award that recognizes their work with diverse groups of youth from traditionally underserved Boston communities, where rates of obesity and low

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physical activity are disproportionately common," said Cathi Lamberti, CEO of XerGames.



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<http://www.xergames.com/>



XG Fit Facts

Did you know that following a recent exergaming study at the Go Kids Center at University Massachusetts at Boston involving a group of 9 to 12 year olds, Sportwall Training stations came out top in terms of enjoyment when compared to DDR, Treadmill walking, Trazer, Wii, Xavix and Light Space. **Kids attended regularly and exercise adherence was 81% over a 12 week period.**

Furthermore, The Go Kids Center has just been visited by the Surgeon General who awarded them A Champion award for innovative solutions in combating child inactivity and obesity.

XerGames
The Exergames Specialists in Group Exercise



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