

Core Links™
Presented by Linda Moeller



April 2, 2007

Dear Sir or Madam,

Linda Moeller, owner of Completely Fit For Life, A.C.E. certified Fitness and Nutrition Consultant and certified Pilates instructor has over 25 years of experience in the Fitness Industry. As a noted authority in Wellness, Ms. Moeller is recognized for her expertise in helping individuals attain and incorporate a fitness program to match their lifestyle, assuring greater results and optimal time management.

Ms. Moeller is expanding her product offerings by introducing the New Pilates Jewelry Line, Core Links. Core Links is the premier line of unique and inspiring Pilates accessories distributed exclusively by Completely Fit For Life. With the intent of helping people “accessorize their exercise”, Ms. Moeller has designed her jewelry line to be stylish, fun, and ergonomically suited to be worn during any workout routine.

Ms. Moeller is a graduate of California State University, Fresno. She is a noted speaker and workshop presenter, has numerous published articles to her credit, and is mentor to up-and-coming next generation fitness instructors.

Ms. Moeller is available to speak on the following topics:

- Nutrition and Fitness on the Go; *“The Complete Fit”*
- Super Foods; *what are they and do they really work to increase energy?*
- A Balanced Life; *let go, relax and enjoy*
- Linda’s Own Personal Experience with Over Training; *over working and ignoring the “signs”*
- Anything Is Possible; *a deeper look into single parenthood, juggling work, workouts and daily life*

To contact or interview Ms. Moeller, please call her at 916-747-0806 or email her at linda.moeller@att.net.

Sincerely,
Lorraine Rinker
Marketing Advisor



COMPLETELY FIT FOR LIFE

Core Links™



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PRODUCT ANNOUNCEMENT



Australian Crystal with Single Leg Stretch Pose Charm (not shown in actual size).

Perfectly Charming!

Hand Crafted Sterling Silver and 14k Gold Bracelets, Necklaces, Earrings, and Anklets

Core Links, the Pilates jewelry connection proudly announces its 2007 premier line of unique and inspiring Pilates accessories in the form of sterling silver or gold. Each piece is designed by Certified Pilates Instructor Linda Moeller, then delicately hand-crafted by artisans in 925 silver or 14k gold.

Core Links is designed with fitness in mind. Ms. Moeller, who has been in the fitness industry as an instructor for over 25 years; is continually inspired by the body changing conditioning method of Pilates and thought it would be fun to "accessorize your exercise".

With an artful eye for details, Ms. Moeller has designed her line of jewelry to be ergonomically beautiful so it can be worn effortlessly during any workout. Her choice of precise forms displayed in a whimsical fashion together with her unique crystal and gemstone combinations makes her "elegantly fun" creations all the more appealing.



Custom "Bling" Necklace (not shown in actual size).

Visit

www.completelyfit4life.com and click on the **Core Links** icon for more information.

ARTIST'S STATEMENT

I'm constantly intrigued by the combination of beauty, grace and power in the practice of Pilates. I want to elevate everyone's fitness experience in mind, body, and soul. Core Links is a perfect way for me to reflect my passion for fitness through artful design.

Core Links™

990 Riley Street
Folsom CA 95630

Linda Moeller: 916-747-0806
www.completelyfit4life.com

FOR IMMEDIATE RELEASE

Contact: Linda Moeller
Completely Fit For Life
Phone: (916) 747-0806
linda.moeller@att.net
www.completelyfit4life.com

Accessorize Your Exercise!

Perfectly Charming! Passionate Pilates Instructor Debuts New Jewelry Line Using Pilates Poses Depicted In Sterling Silver or 14k Gold Charms.

FOLSOM, Ca - April 2, 2007 - - A certified Pilates Instructor with a passion for fitness and an artful eye for style, Linda Moeller is launching her 2007 Pilates accessories brand, Core Links by Completely Fit For Life (www.completelyfit4life.com). This jewelry line expresses Ms. Moeller's love for beauty and function in twelve distinct pieces and eleven unique pose charms.

Based in Folsom, California, the Core Links jewelry line is designed with fitness and comfort in mind. Much care has been taken to ensure each piece can be worn during any workout. The debut line consists of bracelets, necklaces, earrings, and anklets; each designed by Ms. Moeller and delicately hand-crafted by artisans in 925 silver or 14k gold.

An expert instructor and practitioner, Ms. Moeller was inspired by favorite Pilates poses from her own practice of the exercise form when designing these wearable representations of Pilates moves. Additionally, by wearing the pieces herself during workouts and seeking feedback from her clients, Ms. Moeller achieves the most wearable forms and designs in her jewelry line.

"I'm constantly intrigued by the combination of beauty, grace and power in the practice of Pilates," said Ms. Moeller. "I want to elevate everyone's fitness experience in mind, body, and soul. Core Links is a perfect way for me to reflect my passion for fitness through artful design".

Ms. Moeller is founder and owner of Complete Fit for Life and has over 25 years of experience in the Fitness Industry. A graduate of California State University, Fresno; she is a noted speaker and workshop presenter, has numerous published articles credited to her name, and is mentor to up-and-coming next generation fitness instructors. Ms. Moeller's website www.completelyfit4life.com showcases all her Core Links designs.

Sterling Silver Jewelry

Hand-crafted in 925 silver; pieces are available in two different link style chains with single pose or multiple poses, alone or in combination with Australian crystals or semi-precious stones. The Core Links heart logo is included on bracelets, anklets, and necklaces. Single pose earrings are also available.

14k Gold and Leather Jewelry

Hand-crafted in 14k gold; bracelet available with single pose or multiple (up to 9) poses, anklet available with single pose or multiple (up to 11) poses. Single pose earrings are also available. Each piece is available with a beautiful diamond perfectly placed on each pose. A leather rope necklace showcasing four poses separated by silver sleeves is included in this collection. The Core Links heart logo is included.

About Completely Fit For Life

Completely Fit for Life specializes in fitness training that incorporates all components of health, fitness, and nutrition. Owner, Linda Moeller, is A.C.E. (American Council on Exercise) and PowerHouse Pilates certified.

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Completely Fit For Life

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COMPANY PROFILE

BACKGROUND

Completely Fit For Life was founded in 2004 by Linda Moeller, A.C.E., a certified fitness trainer, nutrition consultant, and Pilates instructor.

Completely Fit For Life was created to encourage people to begin to understand that our emotional, mental and spiritual being affects our Physical body. In the 25 years of teaching, applying, learning, and observing people exercising, Ms. Moeller came to the realization of how important it is to pay attention to all areas of our life and how working with the emotional, mental and spiritual being actually aides sculpting our physical body.

As a competitive athlete, single parent, and teacher; Ms. Moeller saw the importance of working out and the incredible results attained through physical activity, yet something was missing. She began to see the wear and tear with her own body as well as those of athlete's she trained. This observation encouraged her to research how emotions, mental exertion, and spiritual awareness affected how successful we were with our physical fitness. Ms. Moeller learned how the body needs balance in order to attain good health. This is why she names her business "Completely Fit For Life" and why she created the jewelry line, Core Links. Ms. Moeller was inspired to teach awareness of all facets of our lives, especially creativity.

PROGRAMS

- Boot Camps
- Women on Weights
- Reformer Pilates
- Nutrition To Live By

PRODUCTS

Core Links—Pilates inspired jewelry lined comprised of sterling silver or 14k gold anklets, bracelets, earrings, and necklaces.

AVAILABLE LOCATIONS

- Folsom Wellness Center
990 Riley Street, Folsom CA 95630
- Spa Du Jour
Rocklin, CA



Completely Fit For Life

"Life is awesome; and in this industry we get to "spread this word" - - Linda Moeller



LINDA MOELLER

Nutrition & Fitness Consultant
Certified Pilates Instructor

Core Links™
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"I believe it is important to develop a program that utilizes all components of health, fitness, and nutrition."

BIOGRAPHICAL PROFILE

BACKGROUND

Linda Moeller is founder and owner of Completely Fit For Life and has over 25 years of experience in the Fitness Industry. As an A.C.E. certified instructor, Ms. Moeller's goal is to develop "complete" individualized programs that can increase vitality, longevity, and promote sound nutrition. Through Completely Fit For Life, Ms. Moeller creates a fitness training and nutritional program to match the client's goals, expectations, and limitations. Ms. Moeller recently found another outlet for her passion for Pilates by designing a unique and stylish line of sterling silver and 14k gold Pilates inspired jewelry, which she offers under her Core Links label.

EDUCATION & PROFESSIONAL EXPERIENCE

- Graduate of California State University, Fresno.
- ACE and AFAA certified Lifestyle and Weight Management Consultant, Personal Trainer, and Group Exercise Instructor (Women's Weight training classes and more than 12 group Reformer Pilates classes per week).
- Specializes in children's nutrition and fitness, CPR and First Aid certified.
- PowerHouse Pilates certified.
- Previous General Manager and Program Manager for Sparetime Inc. Multi-Fitness Tennis Clubs.

COMMUNITY INVOLVEMENT & INTERESTS

- Committee Member and Presenter for City of Hope.
- Speaker and Presenter for California Clubs of Distinction.
- Guest Speaker at civic organizations.
- USTA Tennis player and outdoor cyclist.



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