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FOR IMMEDIATE

**Former head of VANS worldwide marketing joins Crosscore, Inc. maker of “War Machine” Bodyweight Training Systems.**

**DUARTE, CA – March 4<sup>th</sup>, 2011** - Jay “Wizard” Wilson joins CrossCore, Inc. of Duarte, Ca as VP of Global Marketing. Formerly as Vans Shoes Global VP he helped them turn around before selling to VF Corp. He also launched Vaurnet Sunglasses and DirecTV. At Vans he was Executive Producer of “Dogtown and Z-Boys and Pipeline Masters” both global self liquidation marketing that helped Vans turn the corner. He also fathered the Vans Triple Crown Series.

Crosscore, Inc. is a start up that just launched. “We spent 6 months preparing a business plan with the help of Jay Wilson and JL Brown”, says owners JP Brice and Brendan Cosso. “We raised our series A financing in just one day!”

The War Machine was developed and perfected over the last 8 years. The name came from the soldiers in the military that used it and it just stuck. It was then adopted by the MMA crowd and was tested at UCLA training center where it has become a staple of core training for all their athletes.

“The War Machine and its Patent Pending pulley system is not only the most advanced bodyweight training system to date but it’s pulley adds tri-planar and rotational movement to most every exercise. Don’t be fooled by its simple design. It has been called the greatest sport performance and MMA training equipment on the planet by top athletes in MMA and pro sports.”

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“What makes the “War Machine” so interesting to me is that 68% of all adults are overweight as are 33% of children. Someone has to do something to engage Americans in staying fit...the War Machine can do it! I can see where the core training will change the way athletes perform in all core sports. This is one of the greatest opportunities on the planet!”

Crosscore Inc. is located in Duarte, CA and its primary focus is the manufacturing of innovative and mobile fitness equipment products along with educational courses for all fitness and sports levels.

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If you'd like more information about the War Machine® by CrossCore, Inc. go to [www.crosscore-usa.com](http://www.crosscore-usa.com) or contact Jay Wilson at [jay@crosscore-usa.com](mailto:jay@crosscore-usa.com)