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FOR IMMEDIATE RELEASE

### **CROSSCORE, INC. ANNOUNCES THE “WAR MACHINE” SUSPENDED PULLEY SYSTEM**

*War Machine® expected to “PULL THE PIN” on training equipment deficiencies for MMA, Military, Persons With Disabilities and all sports and fitness training in general.*

**DUARTE, CA — November 1st, 2010** — Today CrossCore, Inc. announced immediate availability of the War Machine® Suspended Pulley System. The War Machine® is a portable personal pulley training system that weighs just five pounds and fits into a small bag. The War Machine’s Patent Pending pulley now gives body weight training enthusiasts added resistance options such as freeweight and resistance band in addition to just body weight. The adjustable cam buckle strap allows the War Machine® to be attached to many different anchor points inside and outside. This would include squat racks, pull-up bars, tree limbs, beams, doors, etc. The basic War Machine package includes the War Machine® unit, training manual, training DVD and a door anchor.

#### **How the War Machine® differs from traditional “suspended type” trainers**

Here is the short list of how the War Machine differs from other trainers on the market:

- **Patent Pending Pulley System** – The War Machine’s locking pulley system is an industry first. The Locked-N-Loaded™ feature allows the user to lock the pulley in place (Static Mode) via the magnetic locking pin for more stability while performing exercises or Open Mode (PULL THE PIN) for more advanced movements such as tri-planar presses and rotational exercises.
- **Counter Weight and Resistance Bands** – The capabilities of the War Machine® are greatly enhanced with the use of counter weights (dumbbells, weight plates, kettlebells, etc.) and resistance bands. Spacing two War Machine® units approximately eight feet apart allows the user to mimic a cable crossover machine that you’d find in a commercial gym. This is especially valuable to our troops that are in isolated areas and do not have access to gym equipment for weeks on end.
- **Built In Door Anchor** – The War Machine® is the only trainer of its kind to include a built in door anchor. Therefore the user is always prepared for any type of anchor point that is within reach. Traditional “suspended type” trainers have door anchors that are bulky and have to be detached when not in use.
- **Pull-Ups** – Most similar training devices do not allow for one of the most popular exercises of our time to be performed, the pull-up! The War Machine’s locking carabiner system allows for the handles to be locked in place at the top of the pulley housing making it possible to perform exercises such as pull-ups and knee raises.

#### **Who is currently using the War Machine®?**

The War Machine® is currently used and endorsed by UCLA in addition to the US Military, Professional MMA fighters, collegiate athletes, professional athletes, Hollywood actors, and fitness enthusiasts all over the world. “The War Machine is like similar body weight trainers, but on steroids!” say various purchasing agents within the USMC. One thing all War Machine customers seem to agree on is that it’s Patent Pending Pulley System catapults it into a whole new dimension of training never seen before with any other product of its kind.

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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 J.P. Brice at [jp@crosscore-usa.com](mailto:jp@crosscore-usa.com)