



Fitness Company Launches a New Way to Get Great Abs

Ab Coaster, LLC, a New Jersey company, is launching a new abdominal exercise machine called The Ab Coaster® (www.AbCoaster.com).

Chester, NJ (PRWeb) July 23, 2007 -- Walk into any Health Club, and you will see everyone doing ab crunches. Crunches on the floor, crunches on a ball, crunches on a bench. But according to fitness expert Sean Gagnon: “Crunches are the most popular ab exercise, but they are not the most effective way to get great abs. You won’t see gymnasts or other athletes with great abs doing crunches. In fact, to get a lean, slender waistline, they do the exact opposite of the ab crunch.” Gagnon is Vice President of Ab Coaster, LLC, a New Jersey company that is launching a new abdominal exercise machine called The Ab Coaster® (www.AbCoaster.com). According to Gagnon, the new product is a huge hit in the professional fitness market because of its unique way of working the abs.

For decades, gymnasts and bodybuilders have achieved great abs by lifting up their lower body with leg lift exercises rather than lifting their upper body with ab crunches. In other words, instead of working their abs from the “top-down,” these athletes work their abs from the “bottom-up.” According to Gagnon, this bottom-up lifting technique is ideal for targeting and strengthening the hard-to-reach lower ab region, and is much more effective than a crunch for developing great abs.

So why isn’t everyone in the gym doing leg lift exercises like gymnasts? Because the movement is extremely hard to do. Try hanging from an overhead bar and then slowly lift up your knees and hips towards your chest. You must be extremely fit to perform even a single repetition with proper form. It’s a classic catch-22: If you must be in great shape before you can perform this exercise, then how can you use this exercise to help you get into great shape?

Gagnon believes the new [Ab Coaster®](http://www.AbCoaster.com) provides the solution because it helps anyone perform the highly effective bottom-up abdominal movement, regardless of fitness level. Here's how it works. The Ab Coaster® places the user in a comfortable kneeling position while the upper body remains stabilized on arm rests. As you lift your knees, the biometrically designed curved track instantly engages the lower abdominal muscles first, then the middle and upper region, giving you a complete abdominal workout from the bottom-up.

Because the [Ab Coaster](http://www.AbCoaster.com) is performed in an upright kneeling position, the entire core is engaged while exercising the abdominals through a full range of motion without straining the neck or lower back. The “coasting” motion fully isolates the abdominal region with virtually no hip flexor involvement. The multi-angle kneepad adjusts for targeting the obliques, and the plate-loading posts allow users to add resistance for an advanced workout.

Hundreds of health clubs and fitness professionals have already ordered the commercial-grade Ab Coaster® Elite. Soon health club members and home exercisers will be able to have the home version, which will be sold through an infomercial in the Fall of 2007. For more information, please visit: www.AbCoaster.com.

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