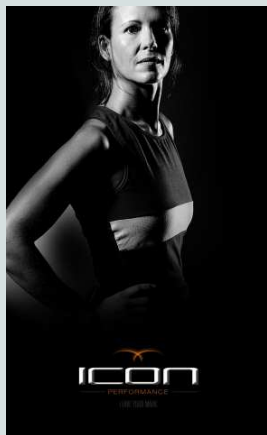


A MESSAGE FROM ICON PERFORMANCE:

NOW IT'S MY TURN TO ASK YOU A FEW QUESTIONS.....

- 1) How many more years are you going to let go by before you do something about your health?
- 2) How many of your favorite sports and activities are you missing out on because you are not in shape like you used to be?
- 3) How many more excuses are you going to come up with on why you don't have the time or money or means to stick to a fitness program?
- 4) How old are you going to be when you finally wake up and say: "No more! I can not allow my body to deteriorate like this!"
- 5) Are you a member of a gym that has thousands and thousands of memberships? Wouldn't you rather be in an environment where if you did not show up - you got a phone call and an email from an instructor who knows you personally and is going to hold you accountable? Wouldn't you rather be in an environment where it's expected that you show up everyday? Wouldn't you rather invest your hard earned money on a program that expects you to get good results and expects you not to fail?



6) How many more crazy diets, pills and potions are you going to waste your money on before you sit down with an expert who'll show you the right foods to eat, the foods to stay away from, as well as healthy recipes and meal plans?

7) How many more self help books are you going to buy hoping to find some revelation on why you can't stay focused, on why you can't stop eating fattening foods, on why you can't follow through on any of your goals, and tasks and so on?

8) How many more of your friends and neighbors are going to lose weight, body fat and inches at boot camp - while you are "too busy?" Too busy doing stuff for everyone else but yourself... just too busy coming up with excuses?

9) Are you going to wait till you are scared STRAIGHT by your doctor? Are you going to let your health get so bad that your doctor says: "Change your food habits and start exercising or you're going to die of a heart attack!"

Stop making excuses, stop waiting "till the right time" - NOW is the right time! Just pick up the phone and call --- Don't Delay another day! The only REGRET you are going to have is the REGRET that you did not start the **Paradigm** Boot Camp sooner!

MASTER TRAINER:

Jeff Green MS,CSCS,CES,PES,USAW,USATF

Exercise Physiologist

Certified Strength and Conditioning Specialist

USA Weightlifting Coach

USA Track & Field Level 1 Coach

Clinical Exercise Specialist

Performance Enhancement Specialist

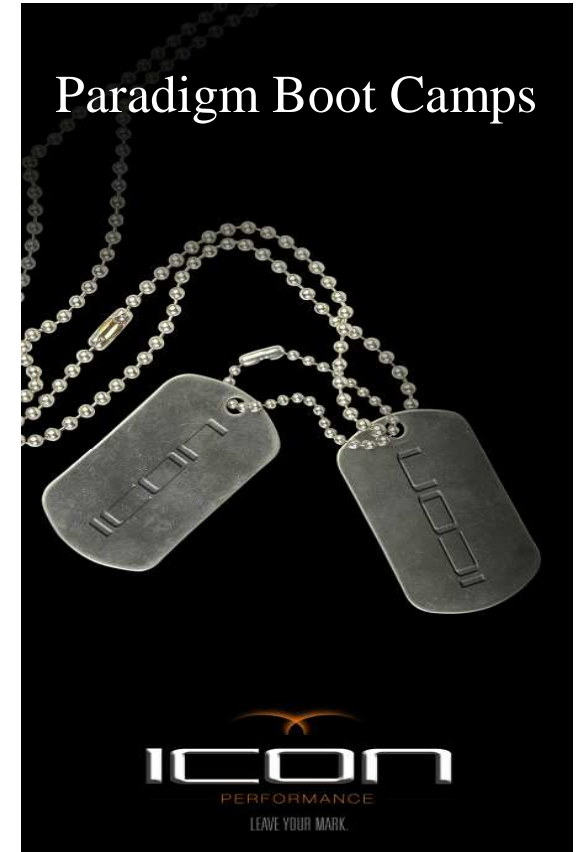
National Strength & Conditioning Association Alabama
State Chairman

American College of Sports Medicine Member

State & National Champion Powerlifter

Paradigm Boot Camp is intense, challenging, and fun, and will test your physical strength, endurance, and stamina. The program is designed to encourage personal improvement and goal achievement in a supportive and encouraging group setting. Recruits compete only against themselves, but work with others for the very best results!

Paradigm Boot Camps



⊙ Are you in a fitness rut?

⊙ Could you use a JUMP START in your fitness program?

⊙ Looking for something challenging, motivating and fun?

⊙ Need a little kick in the rear to get up, get out, and get moving?

Then Birmingham's original boot camp fitness program may be just what you're looking for!

Paradigm Boot Camp programs are the first of its kind in Birmingham. Our boot camp program isn't just your average health-club type group workout that calls itself "Boot Camp." **Paradigm** Boot Camps are actually designed and led by fitness experts who specialize in physical fitness training and outdoor adventure training.

Join the **Paradigm** Fitness Boot Camp and discover how much FUN your fitness program can be!
REGISTER FOR BOOT CAMP NOW!

Q: What kind of people are enlisted at Paradigm Boot Camp?

The **Paradigm** Boot Camp attracts people of all shapes, sizes, ages and fitness levels! Boot Camp is ideal for: 9 to 5ers' who need to release stress, mom's that want to lose baby fat, busy professionals who want to get focused, business owners who need a boost, actors who need to drop weight for a movie role, College/High School/Jr. High students who need to get back on the right track as well as conditioned athletes who want to step it up a notch. Boot Camp is basically for anyone who wants something different and wants **RESULTS**.

Q: Do you have to be in good shape before you join?

No. Most attendees might have some history of exercise, but it is not required. In order to determine your level of fitness and your limits (if any), you will receive a Free Evaluation Screening before you begin each camp. We encourage everyone to attend no matter what your current level of fitness may be. No one will be asked to complete more than they are capable of doing safely. Or, you may be better suited for personal training. This is one of the best ways to get your body ready for boot camp. Call us for a rate sheet.

Q: What type of exercises will I be doing?

Resistance training and cardiovascular exercise such as: Running (short distances), Push-ups, Sprints, Lunges, Team-building events, Jumping Jacks, Jump rope, Kickboxing, Yoga, Mat work, Stability Ball/Medicine Ball training, Stretching, Cone drills, Obstacle courses, Search and Find Missions and whatever else it takes to distract you from the fact that you're getting a great workout! Every day will be a completely different workout – never predictable – never, ever boring and always an adventure!

FAQ's

Q: What activities are involved in Boot Camp?

The workouts are different every day. Activities may include: obstacle courses, group drills, agility exercises, martial arts, calisthenics, strength training, motivational group support, and more! Oh—and some running.

You might shuffle in formation, you might sing cadence, but you'll definitely benefit from the camaraderie and interaction with your fellow Boot Camp Recruits!

We meet three days a week for an intense 60-minute workout that incorporates cardiovascular exercise, jogging, bands, kettlebells, med balls, calisthenics, strength training, balance and agility, and team cooperation

Q: Why Boot Camp?

Because Boot Camps are designed to prepare recruits (mentally and physically) for the challenges in front of them. They must be strong, fit, and confident. That's what our programs aim to do for our recruits as well. We want you to be mentally and physically prepared to meet the demands and challenges of your life. Participants compete only against themselves, but work with others for the very best results!

Jeff Green MS,CSCS,USAW,USATF,PES,CES,NSCA-CPT, co-owner of **ICON** Performance, used his exercise physiology expertise and wrestling / grappling skills learned in his 22-year competitive career as a strength / skill athlete to form **ICON** Performance. He designed the **Paradigm** Boot Camp Fitness programs in the early '90s. Our outdoor group training adventures are held in Birmingham, and are sometimes led by former law enforcement officers and military trained drill sergeants.

Our boot camp program is designed to challenge *all fitness levels*, from beginners to seasoned athletes, but are not for the weak of mind or spirit. You gotta have guts to graduate from Boot Camp!

If you're ready for a challenge, and don't mind a little hard work to reach your goals, then **Paradigm** Boot Camp Fitness may be just what you've been looking for.

Q: Will you yell at me?

We'll challenge you, we'll push you, and we'll encourage you to try new activities that will test your strength, endurance, and courage. But we won't yell, intimidate, or get in your face. We don't need to. The motivation and friendly competition provided by your fellow Boot Campers may be all the motivation and encouragement you need to reach your goals!

Q: Who are the Boot Camp Fitness Drill Instructors?

All are degreed and nationally certified Boot Camp Instructors who specialize in multiple forms of fitness training (PT) and group motivation.

Q: How do I Get Started?

At **ICON** Performance, there is no contract. You don't have to sign a long contract. To participate in the **Paradigm** Boot Camp Fitness program, you simply meet with the trainer to discuss your goals and fitness history, get your comprehensive evaluation, pay tuition for your Boot Camp session, and get ready to get motivated!

Classes Start Tuesday, September 1, 2009 at 5:30 AM. The schedule is Tues and Thurs at 5:30 PM and Saturday morning at 6:00 AM.

Call Today! Classes are Filling Up Fast!



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