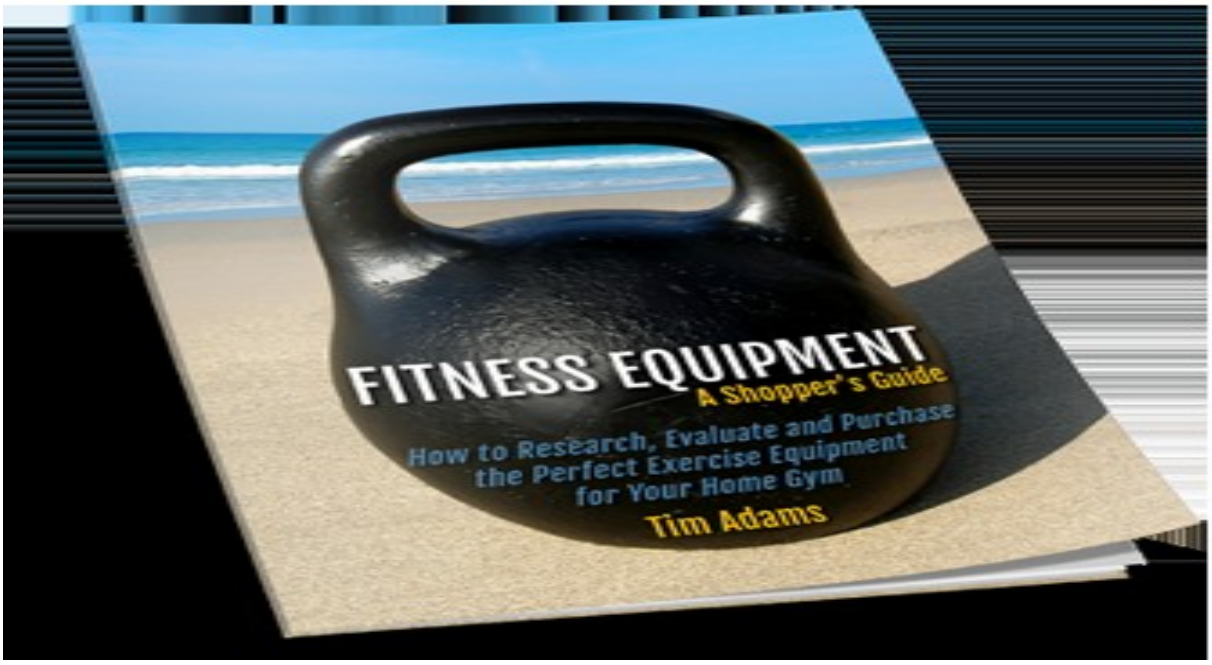


Tim Adams, Owner of RX Fitness Equipment Publishes New Book "Fitness Equipment ? A Shopper's Guide"

February 22, 2016

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Tim Adams, founder and owner of RX Fitness Equipment in Thousand Oaks, California has just released his new book, Fitness Equipment ? A Shopper's Guide: How to Research, Evaluate and Purchase the Perfect Exercise Equipment for Your Home Gym.

Aimed at consumers who are seriously considering investing in some kind of home fitness equipment but are still weighing the pros and cons of the various choices available, Fitness Equipment ? A Shopper's Guide is designed to remove the hype and sales pressure and allow shoppers to educate themselves before they set foot in a store or go online to order. Adams' hope is that consumers will be better armed to resist being "oversold" a lot of bells and whistles they may not need.

"The possibilities can be overwhelming for a lot of shoppers," says Adams. "My goal with the book is to diminish the anxiety a little by explaining what each type of equipment is good for and how it might fit into a personal fitness routine. It's unbiased information based on my 30 years of experience and my association with thousands of fitness and health professionals over that time."

Adams says he has been matching people with the right equipment for their fitness goals and budgets for 30 years, and whether outfitting an entire commercial facility or selling a single treadmill or spin bike, his objective has always been the same; to ensure that his customers get what THEY need ? not what he would like to sell. He sees the book as the next logical step toward that objective. With it, he hopes to reach people that he may never meet face to face, as well as some who might one day come into his store.

"The better informed my customers are, the better I can serve them," said Adams. "My business is built on life-long relationships, not on selling a piece of equipment that, in three months, might well become a clothes rack."

According to Adams, he only wants to sell exercise equipment that people will actually use.

Fitness Equipment ? A Shopper's Guide is available in both paperback and Kindle editions at Amazon.com and in paperback at most of the usual online booksellers, as well as the RX Fitness Equipment store in Thousand Oaks, California. Through the end of February 2016, Adams is offering up to $25 in store credit to anyone who buys a copy of the new book at Amazon only. The details of this offer can be found on the RX Fitness website.

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For more information about RX Fitness Equipment, contact the company here:RX Fitness EquipmentTim Adams(805) 409-8600info@rxfitnessequipment.com2388 E. Thousand Oaks BlvdThousand Oaks, CA 91362

RX Fitness Equipment

RX Fitness Equipment offers high-end, quality fitness equipment. We sell everything from small physical therapy pieces to large commercial fitness equipment. Our goal is to not only sell fitness equipment, but to inspire our customers to use it.

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