

For Immediate Release:

## **Andre Agassi to host Manhattan event announcing Gym Source's exclusive East Coast distribution of *BILT by Agassi & Reyes*.**

### **Summary**

*Andre Agassi, eight-time tennis Grand Slam title holder, will host an event September 10, 2012, at the flagship Manhattan location of Gym Source, the nation's leading distributor of residential and commercial fitness equipment. At the event, Agassi will announce the debut of the most revolutionary line of athletic training equipment to enter the market in 40 years—**BILT by Agassi & Reyes**.*

New York, NY (PRWEB) July 20, 2012—Andre Agassi, eight-time Grand Slam champion, and Gil Reyes, internationally renowned trainer to some of the world's greatest athletes—together, co-developers of the most innovative high-intensity weight training machines on the globe—will launch **BILT by Agassi & Reyes**, a new line of leading-edge fitness equipment, on September 10, 2012, at Gym Source's flagship Manhattan location at 40 East 52nd Street.

The event will serve as the public's first opportunity to view this cutting-edge fitness technology on the Eastern seaboard—as well as serve to announce Gym Source's exclusive East Coast distribution of the entire **BILT by Agassi & Reyes** line.

Says Agassi: "Together, Gil and I developed machines with the intent to make me a better player, always recognizing the importance of strength, conditioning and safety. Now, after almost two decades, we wanted to give our gift to an industry and public that seeks and deserves innovation."

Gym Source will exclusively distribute **BILT by Agassi & Reyes** throughout the East Coast in all 30 of its retail stores. The line consists of 12 machines, which are all modeled on the exact equipment Agassi used to train during his championship tennis career—and precision engineered to maximize productivity across any desired sport. Designed by Reyes, who trained other world-class athletes on these machines, **BILT by Agassi & Reyes** machines are built for high-intensity muscle isolation to help users safely and effectively reach any sports-training goal.

Agassi himself will be present at the Gym Source event to greet attendees, sign autographs and demonstrate the equipment.

"The **BILT by Agassi & Reyes** line is truly unique in that it was built on authenticity, proven by Andre's championship career. That's why we're thrilled to announce our distribution partnership with Gym Source. Gym Source is a respected fitness industry leader, with a proven commitment to quality, safety and service to its discerning clientele," said Steve Miller, President and CEO, **BILT by Agassi & Reyes**.

"Andre has shown the world what it means to be a champion. Together with Gil, he's transforming the industry with a game-changing array of machines that all athletes will enjoy. We're proud to offer **BILT by Agassi & Reyes** to our customers, who count on us to provide and service high-caliber equipment that

gets results. **BILT by Agassi & Reyes** delivers exactly that,” said Richard Miller, president and CEO of Gym Source.

Anyone seeking more information about the event at Gym Source with Andre Agassi on September 10, 2012, should contact Christina at 212-688-4222 or contact Tom Richard, Marketing Director of Gym Source, at (419) 494-5120 or [trichard@gymsource.com](mailto:trichard@gymsource.com).

#### **About BILT by Agassi & Reyes**

**BILT by Agassi & Reyes** changes the game of fitness with a champion-building legacy. **BILT by Agassi & Reyes** develops and manufactures strength-training machines that powered world-class athlete Andre Agassi to eight Grand Slam titles, co-engineered by elite fitness trainer Gil Reyes. Located in Las Vegas, **BILT by Agassi & Reyes** believes it is the spirit of the athlete that defines a champion, not the measure of the victory. Join the game-changing fitness conversation with **BILT by Agassi & Reyes** on Facebook ([www.facebook.com/BILTbyAgassiAndReyes](http://www.facebook.com/BILTbyAgassiAndReyes)) and Twitter ([@AgassiAndReyes](https://twitter.com/AgassiAndReyes)): #NeverQuit.

#### **About Gym Source**

Gym Source, headquartered in New York, NY, is America’s largest distributor of residential and commercial fitness equipment—and an undisputed leader in fitness expertise. With 30 stores in 13 states, and more than 200,000 customers in 47 countries, Gym Source maintains its reputation by consistently providing the best customer service and selling only the best equipment. The in-house Gym Source team of fitness experts and service personnel can design, deliver, install and service the fitness needs of any facility.

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