

Introducing
An Exciting New Brand
in Men's and Women's Fitness
Apparel , Accessories and Gifts



NOBLY FIT TM



A Brand That
Allows You to
Express Yourself
Strength Through
a Commitment to
Fitness

What Problem Are We Solving ?

The Terrible State of Strength Training
in North America

Only 30.2% of U.S. Adults in
Engage in Muscle Strengthening
Activities e.g Lifting Weights, Pull ups, etc.

Source: 2018 Study American Journal of Preventive Medicine

6 in 10 U.S. Adults Don't Do
Any Muscle Strengthening Activities

Source: 2018 Study American Journal of Preventive Medicine



Takes a Little of
the Dullness and Druggery
Out of Strength Training



Rewards and Acknowledges
Strength Training as an Important
and Noble Part of Being Fit



Helps You to Remove
a Mental Road Block
With a Little Fun



Whether it's
First Thing
in the Morning



Or After
Work



We All Deal With Our Own
Inner Sisyphus



Helps Make that
Road You Choose
a Little More
Interesting & Fun



OUR COMPANY'S MISSION

Encourage and Reward
the Noble Aspiration of Strength Training as an
Integral Part of Fitness



We Provide You With a Little Motivation
and Mental Reward
to Achieve and Celebrate Better Fitness



**Just a Nudge
To Help Level
the Path
Mentally**



Who Are We
Targeting?

**Strength
Trainers &
Body Builders**



Total Market

**Athletic &
Professional
Teams**



**Fitness Club
& Gym Members**



**Cross Trainers &
Wellness Enthusiasts**



**Gift Giving
Occasions**



What is the Key Influencer Target Market?

Strength Trainers, Body Builders & Cross Fitters



What is the Primary Target Market?



Health & Fitness Club & Gym Members

Health Club Market



62 Million Members



6 Million Members

68 Million Members

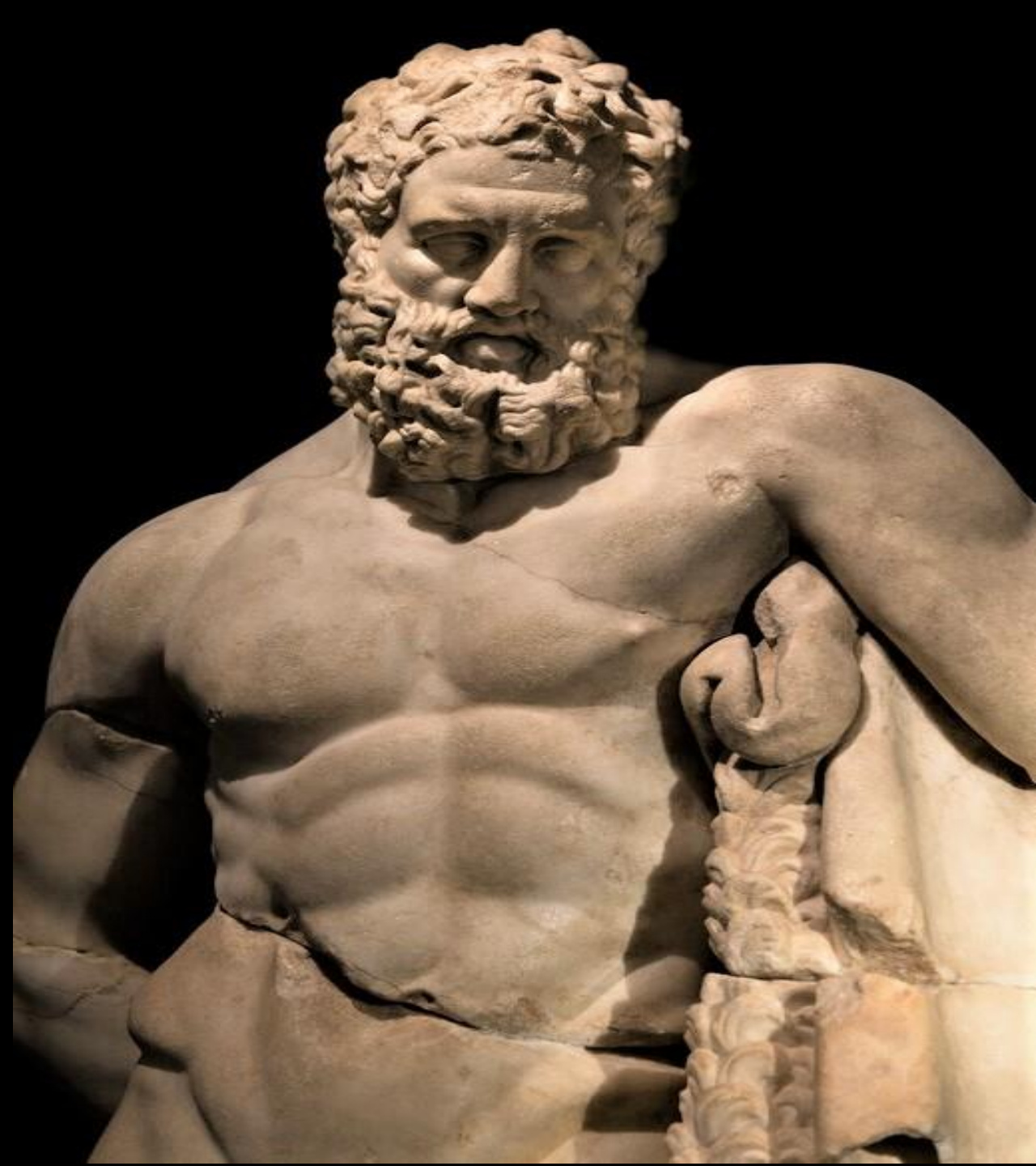
What is the Key Add On Market?

Gift Giving Occasions





A Brand Inspired
by the Grand
Tradition of Strength
Training as a Noble
Aspiration of Fitness



Through Out History
from the Legend of
Hercules to Modern
Life the Nobility of
Strength in Fitness
Has Always Mattered



Men and Women
Have Always Aspired
to the
Heroic Nobility of
Strength Training
As a Timeless Core
Value in Fitness



From The
Gladiators
of Ancient
Rome



To The Viking Warriors



To Medieval Knights



To Today's
Soldiers

To World Class Sports Teams



To Today's
Professional Man & Women
Heroes





We All Can Envision
an
Inner Sense of the
Nobility of Strength
as a Key Part of
Fitness



We Celebrate the Inner
Noble Fitness Aspirations
of Every Man and Woman
in this
Fun and Whimsical
Fitness Apparel &
Accessories Collection

A Brand and Brand Family to
Help Inspire Strength Training
in Everyone's Fitness



NOBLY FIT TM



Apparel

Accessories

Gifts



Let's You Choose
Your Title to Inspire
You & Others to Join
the Royal Court of
the Nobly Fit

Become a Part of the Nobly Fit Court





Give Yourself or
Someone Special a
Shout Out and
a Fun Royal Title
To Wear or Use



Choose Activewear,
Accessories and Gifts
to Inspire &
Reward the Noble
Pursuit of Strength in
Fitness in Everyone





Bestow and Affirm
the Noble Aspiration
of Fitness as a
Life Long Quest



**Stylish Casual
Activewear for
Men & Women**



MEN'S

Members of



Royal Court

BARON
OF
BICEPS™

LORD
OF
LATS™

KING
OF
CORE™

DUKE
OF
DELTOIDS™

COUNT
OF
QUADS™

GOD
OF
GLUTES™

PRINCE
OF
PECS™

EARL
OF
OBLIQUES™

SIR
SIX PACK™

SULTAN
OF
SQUATS™

ARCHDUKE
OF
ABS™

PRINCE
OF
PLANKS™







WOMEN'S

Members of



Royal Court

**LADY
OF
LATS™**

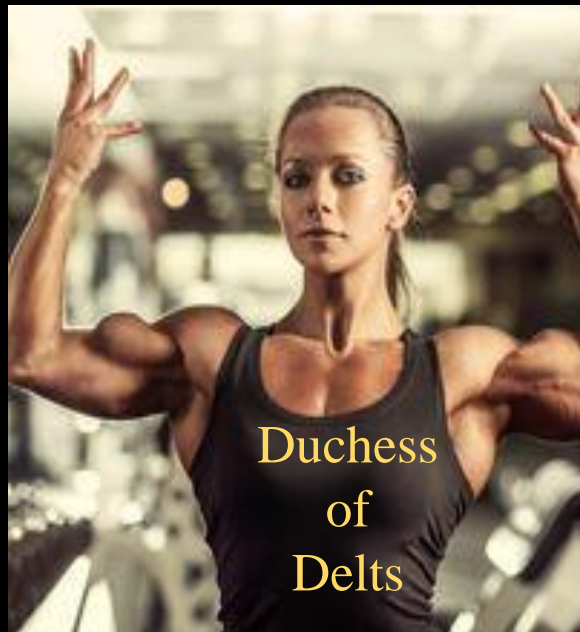
**BARONESS
OF
BICEPS™**

**GODDESS
OF
GLUTES™**

Duchess
of
Delts

**PRINCESS
OF
PLANKS™**

**WIZARD
OF
WOD™**





**Stylish Tee Shirts
for Men & Women**



Muscle T Shirts







Hoodies for
Men & Women





Headware







Selected Gifts
and
Accessories









Coming Soon:
A Collection of
Online Training
Programs & DVDs
to Target Parts of
the Body