

Contact: Richard K. Pumerantz, PhD
Founding President & CEO
Impact Training Systems, Inc.
e-Mail Richard@ImpactTrainingSystems.com

5650-B Arrow Hwy
Montclair, CA 91763
Phone 909 608 0289
Fax 909 608 0299

Impact Training
Systems, Inc.

Press Release

HitMaster Speed Stats™ Predicts Fight Winners

MONTCLAIR, CA — April 11, 2005 — The unbelievable punching power of Drago, the Russian automaton boxer in Rocky IV, did not give him the victory over Rocky Balboa. While all fighters can deliver a knockout punch, the great ones like Sugar Ray Leonard, Jack Dempsey, and the greatest of them all, Mohammad Ali, were known for something more – they were lightning fast. Every high school physics student knows $F=MA$ (Force = Mass x Acceleration). Given a constant body's mass, the only way to increase the force of a punch is to go faster. In other words, given two fighters of similar mass, the faster one delivers punches with greater force. More importantly, the superior reaction times of the great fighters meant recognizing the opening sooner and delivering the punch. Rocky's speed got his punches there sooner and with greater force because of it.

So how can we take what every physics student knows and use it to predict the winner of a fight? The answer is: find out the speed of the fighters. An effective way to measure their speed is to measure their average reaction time.

The February 25 results of the King of the Cage (KOTC) event from Cleveland, OH confirmed the predictive value of the HitMaster Speed Stats™ as a measure of average reaction time. HitMaster Speed Stats™ correctly predicted the winners in two-thirds of the fights that night.

In addition to displaying a fighter's win-loss record on the screen, the KOTC Pay-Per-View (PPV) audience was given an unexpected statistic which showed each fighter's average reaction time. Fight fans watching the PPV began posting messages on Internet forums asking what "HitMaster Speed Stats™" were.

After each fighter's medical exam, they stood in front of a punching bag equipped with the HitMaster™ Personal Trainer to test their reaction time measured in thousandths of a second. Fighters

were given five attempts at striking the electronic sensor with a lead jab from 12 inches away. Their average reaction was calculated and their HitMaster Speed Stat™ was established.

“The ability to predict the outcome of a fight has always been an art, but now we have a statistically significant predictive tool in average reaction time,” said Dr. Richard Pumerantz, President & CEO of Impact Training Systems, Inc., the makers of the HitMaster™ Personal Trainer. “The HitMaster Speed Stats™ clearly ignited PPV viewer interest. Top athletes and coaches have always known the positive relationship between good reaction times and winning. Now these very real and meaningful stats can be shared with fans and odds-makers alike.”

This is a powerful tool in the pre-fight psychological warfare that is a part of the media hype of the fighting sports. It is also a way to connect fans to their fighters by giving the fans a way to compare themselves with readily available and affordable training equipment.

The HitMaster™ Personal Trainer turns punching bags into personal trainers by recording hits electronically for instant feedback and exporting to a computer. The thin and flexible electronic sensor pad attaches securely with Velcro straps to nearly every size and shape of punching bag.

Three electronic training programs provide instant feedback to improve reaction time, speed and endurance. The HitMaster™ Personal Trainer was created primarily to meet the needs of the martial arts and boxing where reaction time, speed and endurance are critical. However, many other sports and fitness trainers have discovered the great benefits of working with the HitMaster™ Personal Trainer. Effective training begins when you can accurately measure your improvement.

HitMaster™ Personal Trainer sets start at \$99.95. For more information, call Toll Free 1-877-Impact5 or visit www.ImpactTrainingSystems.com.

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For more information, press only:

Richard K. Pumerantz, PhD, 909-608-0289, Richard@ImpactTrainingSystems.com

For more information about the HitMaster Personal Trainer:

www.ImpactTrainingSystems.com/HitMaster.html