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For Immediate Release:

## VIE: FITNESS & SPA FIRST TO BRING PERSONAL AUDIO TO SPINNING

*Vie: Fitness & Spa* is the first local fitness facility to bring advanced, personal audio to a Spinning® studio. The audio system designed and installed by Commercial Sound Design of Dearborn, delivers the class instructors' music and voice individually to each of the Spinning® bikes in the studio. Class participants bring their own headphones, or check-out a variety of different headphone styles from the reception desk, and plug in to a locally volume-controlled audio jack at their station. For participants who prefer not to use headphones, the distributed, ceiling-mounted Premium Foreground Music Speakers deliver exceptionally high-quality ambient sound.

“The personal audio system dramatically increases our ability to deliver an optimal fitness experience for our customers,” said Heather Dupuis, founder and manager of *Vie*. “At *Vie* we place a great deal of emphasis on an holistic approach to well-being. In Spinning, where the music intensity is such a vital part of the experience, it’s a significant benefit to allow participants to manage the audio input for their own tastes. Some people like to have the music blasting them through the workout, some people like refreshing background mood-setting. This way we’re not forced to deliver the lowest common denominator,” said Dupuis. George Todoroff, owner of Commercial Sound Design, designed the system with input from Dupuis and *Vie* staff. “Working with Heather and the staff at *Vie* was a pleasure,” said Todoroff. “They shared their vision and together we made it happen.”

*Vie: Fitness & Spa* is a fitness studio and day spa located in the heart of downtown Ann Arbor. *Vie* does not have membership or initiation fees—walk-ins for personal training, fitness classes, spa services and the juice bar are welcome. *Vie* opened its doors in the summer of 2004 and strives to serve the Ann Arbor community as a center of balanced, healthy, living. *Vie*'s juice bar and retail space opened in late 2007. Additional information including pricing and class schedules is available at [www.viefit.com](http://www.viefit.com).

For inquiries, please contact Heather Dupuis, Owner, *Vie: Fitness & Spa* at (734) 323-5182 or [heather@viefit.com](mailto:heather@viefit.com).