

STRETCH FOR HEALTH EXPANDS CURRENT SALES MODEL TO ALLOW FOR CONSIGNMENT OF DVD PRODUCTS

Stretch For Health, Founded by Susan “Anasuya” Raglin has expanded the current DVD distribution model from only online sales to “brick and mortar” retail partners as well. As with traditional retail models the DVD products offered by Stretch For Health can be purchased at wholesale prices but a consignment structure has been added as well. The decision to include a consignment structure was made after a pilot program garnered healthy in store sales for the retail partner. “We are happy to announce the ability to provide both wholesale and consignment models to offline retail partners that are interested in carrying the DVD products.” Says Marvin Williams – Marketing Director.

Sherman Oaks, CA August 6, 2010 - Stretch For Health, Founded by Susan “Anasuya” Raglin has expanded the current DVD distribution model from only online sales to “brick and mortar” retail partners as well. As with traditional retail models the DVD products offered by Stretch For Health can be purchased at wholesale prices but a consignment structure has been added as well. The decision to include a consignment structure was made after a pilot program garnered healthy in store sales for the retail partner. “We are happy to announce the ability to provide both wholesale and consignment models to offline retail partners that are interested in carrying the DVD products.” Says Marvin Williams – Marketing Director.

The initial series of DVD products being released by Stretch For Health is entitled “The Art Of Yoga Therapy with Anasuya.” Volume one of the series is currently available online and now brick and mortar retail locations are being penetrated as well. The current retail outlets carrying the product are both familiar and local to Susan “Anasuya” Raglin’s practice located within Sherman Oaks, CA. As product availability widens, the official www.artofyogatherapy.com website will offer additional retail location information. Currently no national retail chains offer the product but as Q3 of 2010 draws closer to an end sales kits are being generated and are expected to make the rounds to hopefully attract interest from the larger retail level.

Boutique locations will remain a focus for the brand of products and the consignment model will allow smaller locations with a limited regional footprint the same offering to their clientele as well. “The consignment model is usually a win-win for smaller locations that do not want the risk of immediate payment for an inventory item that remains untested.” – Says Susan Raglin, Founder.

For additional information or to request a further information regarding the DVD please provide credentials and contact Anasuya at 818.906.2194. You can also reach Anasuya by contacting the following email address: anasuya@mac.com

Susan “Anasuya” Raglin is a CERTIFIED L.M.U. YOGA Rx THERAPIST LEVEL 2. Ms. Raglin has completed her 500 hour registration with Yoga Alliance and is a member of the International Association of Yoga Therapists and the Samata International Yoga Center. Ms. Raglin has been teaching Yoga for OVER 20 YEARS, working with such

clients as Dreamworks, Esalen Retreat Center and was previously the Director of Yoga at the J. Paul Getty Center. She is currently teaching classes at Yoga Blend in Burbank, CA and maintains private sessions, either on location in clients' homes or in her private Stretch for Health Studio.

STRETCH FOR HEALTH is headquartered in Sherman Oaks, CA.

CONTACT INFORMATION:

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STRETCH FOR HEALTH

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