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HEALTH

Celebrity trainers bring free routines to the small screen

BY ERIN CHAN DING
Detroit Free Press

Two to four times a week, Holly Perkins works with "Entourage" star Adrian Grenier, putting him through lunges and stepping exercises to keep him buff.

Celebrities such as Grenier have the means to dish out big bucks for Perkins' workouts — \$150 for one hour — but now you can access her know-how free on Exercise TV.

Perkins is now one of dozens of celebrity trainers — including Jillian Michaels of NBC's "The Biggest Loser" — who make shows for Exercise TV, available through Comcast's On Demand or online at ExerciseTV.tv.

Founded by Jake Steinfield of "Body by Jake" fame, the Exercise TV channel and Web site feature hundreds of workouts that can be viewed and streamed without charge.

"I wish everyone could

have a personal trainer," said Perkins. "So I try to personalize it like a private training session."

Unlike workouts on linear cable shows, users treat Exercise TV like a personal fitness library, selecting a specific type of workout at any given time.

There's really no limitations if you want to work out.

—Chris Mansolillo,
Exercise TV

They can pick from trendy, innovative exercises such as "Power Bhangra," which is based on Indian dance, to core fitness that focus on abs and arms. Other categories include yoga, Pilates, kickboxing and strength training, and range from one minute to one hour.

Steinfeld started the channel three years ago; it



Jillian Michaels is one of many celeb trainers with shows on Exercise TV.

rotates in 100 new shows each month.

"There's really no limitation if you want to work out," said Chris Mansolillo, general manager of Exercise TV. "You can do it online or on your portable device or at home," he said.

"The only thing you can't do is have the trainer fly out to your house. But they're pretty much there anyhow."

Masala
Dance & Fitness Inc.