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FOR IMMEDIATE RELEASE

**ROSE CENTER FOR HEALTH AND SPORTS SCIENCES FIRST IN
COLORADO WITH INBODY 720 MACHINE**

DENVER –Aug. 22, 2011– The Rose Center for Health and Sports Sciences (RCHSS) at Rose Medical Center recently unveiled Colorado’s first InBody720 Machine. The InBody720 offers high-precision measurements of weight, lean body mass by segment, body fat mass, total body water, BMI, and Basal Metabolic Rate, to provide a comprehensive picture of a patient’s health, optimal weight and specific exercise needs.

“Studies have shown that testing for BMI or weight is not a sufficient indicator of good health or optimum weight,” said Neil Wolkodoff, PhD and Director of RCHSS. “People may have high BMIs caused by extra muscle mass, or people may fall in the normal BMI range but are unhealthy because they have too much body fat and not enough muscle mass. The InBody720 can identify these relationships so that a patient can make focused lifestyle and exercise changes needed to become healthier.”

With the state-of-the-art technology and accuracy of the InBody720, testing and in-depth results are obtained in less than two minutes. The Inbody720 uses electrical impedance of six frequencies to test five body segments and provide sectional obesity, muscular mass and body water data. Additionally, this technology has been scientifically verified to be just as accurate as a DEXA scan or underwater weighing.

“One of the many things the InBody720 tests for is visceral fat, which is the more dangerous type of fat from a health perspective,” said Wolkodoff. “The more visceral fat there is around the central organs, the higher the stress on the body. The InBody720 identifies risk areas for patients so they can adjust their exercise programs accordingly.”

The machine can also track body composition results and changes over a period of time so a patient can see their progress towards their targeted numbers.

“BMI can be a useful initial screening, yet without knowing muscular mass levels it is almost impossible to determine what type of exercise program will improve a patient’s profile for maximum results,” Wolkodoff added. “The test is also valuable in that it measures how effective someone’s exercise

program is at not only maintaining ideal weight, but moreover how effective the program is at maintaining muscle mass and metabolism, both of which decline with age without proper training.”

RCHSS is offering body composition analysis with the InBody720 as a part of its comprehensive testing package. This is also available as a single test with a consultation for \$75. To schedule an appointment, or for more information, please contact the Rose Center for Health and Sports Sciences at 303-320-2870.

About Rose Medical Center

Well known as a Denver institution and a 9th Avenue landmark for 60 years, Rose Medical Center has earned its reputation as Denver's "Baby Hospital" while becoming a leader in comprehensive women's, surgical and endoscopy services, heart and vascular, orthopedics, total joint replacement, bariatrics, and sports, internal and aesthetic medicine. With origins in Jewish teachings, traditions and community, Rose's founders built this hospital to “serve the need of every creed.” By offering a high level of expertise and service across all disciplines, Rose has truly become a destination hospital, attracting patients from throughout Colorado and around the world. Learn more at www.rosemed.com.

About the Rose Center for Health and Sports Sciences

The Rose Center for Health & Sport Science (RCHSS) offers comprehensive health, fitness, sports profile and exercise services in a 3,000 square foot, private center with the latest measurement and exercise equipment and techniques. The RCHSS offers a unique blend of assessment and training services and provides the same level of expertise, equipment, attention and direction normally reserved for Olympic athletes. Learn more at www.rosechss.com.

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