



## EDWARD JACKOWSKI, Ph.D.

When you mention body typing, Edward Jackowski, Ph.D. is the first name that comes to mind. Edward had a vision while taking a business entrepreneur class at college in 1985 while finishing his undergraduate degree. After borrowing \$400.00 from a fellow student, he parlayed his dream of creating an innovative fitness company into reality, and established EXUDE ([www.exude.com](http://www.exude.com)). Today, the manifestation of that dream is the most successful motivational and one-on-one fitness company in the country, headquartered in Manhattan, NY and offers its one-on-one training services throughout New York City, the Tri-State and Southern California.

While health clubs and gyms focus on drawing customers to their clubs by introducing the latest “trends and hottest classes and fads” or purchasing shiny and new fitness equipment to members, Edward, Exude’s CEO & Founder, focuses on giving people what they really desire from working out – **results**. His medically proven, trademarked and world’s **only** patented fitness regimens based on body types, are dramatically changing the way we look at exercise. Whether someone’s shape is identified as **Hourglass®**, **Spoon®**, **Ruler®** or **Cone®**, his gadget-free body type exercise systems are guaranteed to improve anyone’s body within 30 days and all of Exude’s fitness programs can easily be performed at home, the gym or even while traveling.

As an author, Edward is currently one of the leading fitness authors for Simon & Schuster. His second book Hold it! You’re Exercising Wrong (1995), is now in its 14<sup>th</sup> printing. Escape Your Shape, his third book, also with Simon & Schuster, is already in its 12<sup>th</sup> printing, and delineates his world-renown body types and fitness methodology. Edward’s fourth book, Escape Your Weight is available in both hard and soft cover. Edward is also under contract with Barnes & Noble Publishing to write “how to” educational Sports-Specific & Fitness books to be packaged with exercise DVD’s to be sold at point of purchase displays in each of its stores nationwide. His first venture, and fifth book, *Jump Into Fitness & Kit* (Kit includes: 40-minute jump rope DVD, 100-page how-to properly jump rope, weight loss and fitness booklet with an adjustable deluxe jump rope and laminated stretch card) is available at Barnes & Noble. **Edward’s sixth book and second project with Barnes & Noble entitled *Fit to a Tee* (2007), is accompanied with an exercise DVD demonstrating how to increase distance and improve all aspects of your golf game through proper fitness.**

His other writing credits include being appointed the first-ever fitness advisor and fitness columnist for AARP’s *Modern Maturity* and has been a Sports/Fitness columnist for The *New York Daily News* website as well as the fitness columnist for both the *East Hampton* and *Southampton Independent* Newspaper, *WEBMd*, *ediets.com* as well as a myriad of other newspapers, magazines and websites, and has also written on exercise for *Salute* Magazine (U.S. Armed Forces). All together, Edward has written or has lent his expertise to over one thousand lifestyle and fitness-related publications, newspapers, magazines, newsletters, radio/television shows and websites, both nationally and internationally. He has been appeared on numerous shows and networks including; World News Tonight, CNN, Fox News Channel, ET and Extra, to name a few and has been interviewed one-on-one by **Barbara Walters, Diane Sawyer and Pat Robertson**. Edward is currently one of *STAR Magazine’s* Lifestyle/Fitness contributing advisors on Hollywood’s actors & actresses and writes a lifestyle & fitness column for *Healthy Living NYC* Magazine.

In addition to inventing the world’s only **patented** body type exercise system, Edward is credited with being the first fitness specialist to teach and warn the public how certain exercises can either enhance someone’s physique/figure or actually make problem areas look worse. He is also recognized in the industry as being one of the first to incorporate jump rope techniques into full-body exercise/weight loss regimens, helping spark a growing nationwide trend. Edward is also renowned for creating easy-to-follow charts for beginners to everyday, avid exercisers. His Exerform® chart helps both men and women to achieve their aesthetic goals by delineating the correct percentage of aerobic vs. anaerobic exercise necessary to achieve weight loss vs. toning and for those who are looking to build mass coupled with the exact exercises, frequency, duration and intensity to be successful.

Today, everyone around the world can take advantage of Edward's expertise, books, videos, DVD's fitness equipment and accessories either by logging onto [www.exude.com](http://www.exude.com). Edward also invented two very unique programs designed for those outside of Exude's training locations aptly called; FastFitness and FastNutrition - tailored plans available on the web and/or telephone - which provides the education and motivation necessary to allow individuals to exercise and eat sensibly based on their lifestyle, medical and orthopedic background, body type, current level of fitness and everyday environment.

In addition to EXUDE, Edward develops fitness products and markets them through direct response, catalogs and the web. His current infomercial, *Escape Your Shape/Escape Your Weight* will air again in 2007 in English, Spanish and a host of other languages, revealing his time-tested body type methodology. He is currently working on both a weekly television and radio one-hour lifestyle/fitness show to air nationally in 2007 as well. Edward has also designed educational fitness-related videos, manuals and exercise equipment for Avon's Wellness catalog and in 2002, was selected as Avon's Fitness Guru of the year. As a spokesperson, in 2004, ZonePerfect Bars enlisted Edward's expertise in conjunction with SELF Magazine's *Workout in the Park* Series, where Edward lent his expertise to women across the country on how proper exercise helps combat and lowers the risk of breast cancer. And of course, everyone remembers how Edward saved Miss Universe from Venezuela from being de-crowned by Donald Trump, helping her slim down and retain her title.

Concerned about teaching the important connection between exercise and functional fitness, Edward donates his time, money and services to schools, community centers and non-profit organizations. Edward is an active board member of the Hereditary Neuropathy Foundation, whose main objective is educating the public about Charcot-Marie-Tooth (CMT) and other inherited genetic neuromuscular diseases. Edward is also currently involved with The American Diabetes Association (ADA) Chapter in NYC, where he is their fitness representative lecturing to schools and groups on the benefits of proper fitness and diet to help combat diabetes. In addition, Edward is also a board member of the Youth Health Coalition (YHC), where he helps design the fitness programming for youths throughout all five boroughs of NYC.

Over the years, Edward has worked with a number of physically challenged children and adults who suffer from MS, MD, Lupus and Spinal Injuries, teaching them how to be more productive by improving their coordination, balance, strength and confidence, enabling them to better tackle their day-to-day activities. Edward is very involved with fitness and children - most notably with his Exude Kids "**Fit for Life**" program and curriculum on physical education for elementary schools that has been implemented over the years in the New York City Public School system and London, England. Starting in 2008, **Fit for Life** Fitness Camps for Youths (ages 6-12) will kick-off in New York City, Fairfield County, Connecticut and Southern California. Edward also counsels and designs fitness programs for gastric bypass patients, diabetics and for those that suffer from a variety of other ailments. An avid athlete his entire life, Edward teaches sports-specific mind and body techniques for a variety of sports working with both amateur and professional athletes for golf, tennis, basketball, baseball, football, track, gymnastics, soccer, figure skating, downhill skiing and water skiing.

Dr. Jackowski is a much sought-after motivational speaker performing business seminars for companies of all sizes on a variety of business/lifestyle and fitness-related topics both here and abroad and consults with start-up companies in the health/wellness field on how to manage every aspect of their business. Edward holds his B.B.A. from Baruch Business College and his Masters and Doctorate in Behavioral Management from International University for Graduate Studies. Edward is a professional member of the American College of Sports Medicine (ACSM), International Dance and Exercise Association (IDEA) and is nationally certified by the Aerobics and Fitness Association of America (AFAA) in Personal Training.