

For Immediate Release:

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**Introducing AbDominator: A Revolutionary Core Workout Tool,
*AbDominator is the Premier Unrestricted Multi-Directional Workout Tool.***

Edgemont, PA (March 19, 2014) – Starting on May 1, 2014, AbDominator will be introduced by Michael Barney through Kickstarter as the premier fully unrestricted multi-directional core workout training tool. Kickstarter backers will be able to receive the AbDominator for \$45.00 and it will retail for \$49.95 starting in July at <http://abdominator.net/>. This lightweight and ultra-portable core exercise-training tool was designed to dominate your core.

The AbDominator can be used in any 3.5 foot by 4-foot floor and is small enough to fit in a carry on at only sixteen inches long and 3.25 pounds. With AbDominator, you can work your back, obliques, abs, shoulders, glutes, quads, and even your chest when doing pushups with it. The Kickstarter campaign for AbDominator will launch on May 5, 2014 and the company has set a goal to raise \$25,000.00 to offset first production run costs.

Barney, founder of AbDominator, said, “We chose Kickstarter because it’s a way to build a community, to prove that people believe not just in the ‘what,’ but also the “why”. Barney understands the importance of living a healthy and active lifestyle. Through AbDominator he hopes to relay that message to his customers by providing them with a quality tool designed for a well-rounded workout.

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