



MISSION STATEMENT

Advancing Health & Performance Through Fitness & Nutrition

Advanced Athletics caters to highly motivated individuals and groups ready to bring their performance to the next level. Our clients include professional, Olympic, and amateur athletes, fitness enthusiasts, the Hollywood elite, and people looking to succeed in business. Our passion is to help people to realize their true performance and career longevity potential through the most innovative athletic-functional training and therapeutic services.

Located next door to the world famous Gold's Gym in Venice, California, Advanced Athletics is a recognized and respected provider of high quality performance enhancing products and services. Passionately committed to delivering results, Advanced Athletics embodies the vision and philosophy of its founder, Adam Friedman, who believes there is a program that fits everyone, no matter what their goal is. Through over 15 years of dedicated research on performance enhancement technology Advanced Athletics offers the safest, most effective and efficient methods to achieve physical and performance goals.

Advanced Athletics is dedicated to building on its growing reputation as a "go-to" resource for athletes seeking to recover from career-threatening injuries. We do this by going to the root cause of the injury and re-educating the neuromuscular system to function efficiently through a combination of manual therapy, stretching, strengthening, and re-education of movement strategy. Recent success stories include wide receiver Arnold Harrison who was able to return to NFL action after rehabbing his ACL, and Olympic Gold Medal winner Lisa Leslie, who successfully returned to form following a knee injury.

Guided by the goals, and needs of our clientele, Advanced Athletics competes for the future through trust building, based on personal reference, and multi-media communications directed towards educating and empowering the health and fitness community to achieve their goals. The ongoing innovation of products and services is what keeps Advanced Athletics atop of the health and fitness industry.

Services:

- *Sports Performance Training*
- *Personal Training*
- *Nutrition Consulting*
- *VO2 Testing*
- *Corporate Wellness Solutions*



Boost Your Performance With a Personalized Program

Advanced Athletics Nutrition was developed as a solution for anyone who is ready to make eating healthy a priority, get the edge in his or her daily performance, and look better overall. In our lives, we have all been influenced, one way or another, about how to eat from our parents, friends, doctors, books from experts, and so on. This sometimes conflicting information has resulted in poor choices about the kind of food we eat, how much food, and how often we eat, thus giving us the results that we now have. Do you want a different result? If you do, you've come to the right place.

Advanced Athletics Nutrition offers a program, which is based on blood sugar stabilization, and has been proven to work for all body types, individual needs, and personal goals. Advanced Athletics' focus in working with elite athletes for over the past decade has been to learn what it takes to for them to operate on the highest levels everyday against the toughest conditions. With this information we are able to create a formula that works for everyone's benefit.

With Advanced Athletics Nutrition we provide a simple solution to performance nutrition, by taking the guesswork out of the process. With our comprehensive assessment we determine the best program that suits your present condition, personal goals, and lifestyle. We make it easily accessible so no matter where you are, as long as you have an Internet connection, you can find or create a meal that works.

I have found that the major difference in the results that our clients get occurs when they strongly commit themselves to their optimal nutrition. They see and feel immediate results in their energy levels, strength, and focus. Whether their goal was do add lean muscle or drop excess body fat, there is a dramatic difference over a course of weeks, as opposed to months and years.

Eating healthy is a powerful way to boost your performance in anything you do and give you the edge in everything you do. Your personalized Advanced Athletics Nutrition program will deliver that edge. That is our guarantee.



CLIENTS

Lisa Leslie



"Thanks for the first class service and helping me to achieve all my goals!"

Four time Olympic Gold Medal winner Lisa Leslie was the face of the WNBA and its three time MVP during an amazing career as a professional athlete. The number seven pick in the 1997 inaugural WNBA draft, she followed a superb career at the University of Southern California with seven WNBA All-Star appearances and two WNBA championships over the course of eleven seasons with the Los Angeles Sparks, before retiring in 2009. Leslie, a 6'5" forward, is the first player to dunk in a WNBA game.

Gabrielle Reece



" One of the things I admire about Adam is his sincere passion for his clients"

AVP professional volleyball player, model, and television commentator Gabrielle Reese went to Adam after knee surgery, to train for a return to competition. In 1997, she was selected for induction into the Florida State University Athletic Hall of Fame. Reece set two school volleyball records in solo blocks (240) and total blocks (747). Both records still stand. She's also competed in the first-ever Beach Volleyball World Championships.

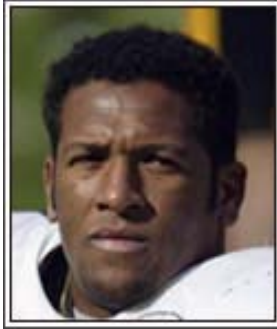
Stephani Victor



"Adam, training with you has developed me into a world class athlete"

Stephani is the reigning Paralympic Gold Medalist, World Champion, 2007 Overall World Cup Champion (Combined), 3-time Overall World Cup Champion in Slalom, Overall World Cup Champion in Giant Slalom and 8-time US National Champion with 14 career World Cup victories and is still going strong. She's achieved all this after both legs were amputated above the knee after a tragic 1995 accident. Stephani possesses the rarest of gifts: the ability to positively inspire, motivate and lead.

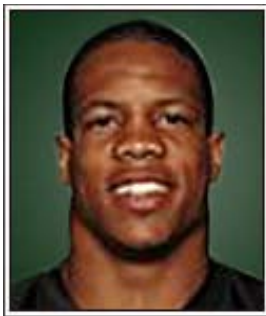
Clark Haggans



"Adam, thanks for all your help and getting me right."

NFL linebacker Clark Haggans currently plays for the Arizona Cardinals and earned a Super Bowl ring with the Pittsburgh Steelers in Super Bowl XL. He was drafted by the Steelers after playing football at Colorado State, where he holds the all-time sack record to this day, with 33 sacks recorded. While attending Palos Verdes Peninsula High School in Southern California he was named all-league, as a tight end and defensive tackle, while also earning all-division honors.

Arnold Harrison



"Adam has opened me up to a whole new world of physical health. I can never repay him for what he has done for my career!!!"

NFL linebacker Arnold Harrison was signed by the Pittsburgh Steelers as an undrafted free agent in 2005 and played on the Super Bowl XL and XLIII championship teams. He's also played for the Cleveland Browns. Currently a free agent, he played college football at the University of Georgia.

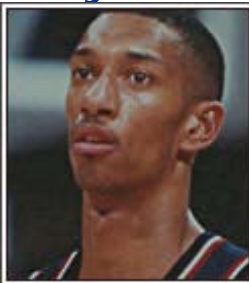
Austin Croshere



"Thank you for helping me to achieve my potential!"

Austin Croshere was the 12th pick of the 1997 NBA Draft, selected by the Indiana Pacers. A 6'10", forward, he was known as a hard-nosed player who shot 33.9% from three-point range over the course of his ten-year career. In 1999-2000, he helped the Pacers advance to the 2000 NBA Finals, marking the Pacers' first Finals appearance since the ABA-NBA merger. He also played for the Dallas Mavericks, the Golden State Warriors, the Milwaukee Bucks, and the San Antonio Spurs.

Kerry Kittles



"Thank you for taking my career to another level. I love your approach to training and I've never been pushed as hard."

Working with Adam helped Kittles fight through a number of injuries that plagued his career. He was selected by the New Jersey Nets with the 8th pick in the 1996 NBA Draft and last played with the Los Angeles Clippers. He scored his 5000th career point during the 2004-2005 season on a night of 60% shooting. The 6' 5", 179 lb guard attended Villanova and holds the university's record for most points scored, with 2,243.



BIOGRAPHY

Adam Friedman



For Adam, strength and conditioning, and proper nutrition are a necessary choice if we want to live a high quality life for as long as we can. Adam's passion for strength and conditioning began when at age 12 he was still the shortest and scrawniest kid in his class. Adam became immersed in competitive gymnastics and began lifting weights. His efforts were rewarded with starting roles on his high school football and lacrosse teams. He won the 1994 Junior Overall Natural New Jersey Bodybuilding Championship, and came in second in the Natural Gold's Classic.

While attending his first year at West Chester University, in PA, Adam began personal training at a local gym and soon thereafter realized his calling. After graduating in 1995 with a B.S in Kinesiology, Adam moved to Venice Beach, CA where he was given an opportunity to train professional athletes at Gold's Gym. Since 1996 Adam has used his belief system to successfully train & coach clients who include Olympic Gold Medalists in women's basketball and Paralympics skiing, NBA, WNBA (a 3 time MVP), NFL, NHL, MLB, AVP, WTA, MLS, various boxing and fighting associations (Heavyweight World Champion), and A-list artists (Oscar & Golden Globe winners) in the entertainment industry.

Adam has seen firsthand how the work he has done has improved the quality of life for his clients. He sees how including the component of strength and conditioning, and proper nutrition into our lives benefits our muscles, bones, and nervous system. It also helps us manage our stress, and therefore our mental health. Adam emphasizes a holistic approach which focuses on performance and prevention. A basic program always begins and ends with a comprehensive assessment and reassessment from test data to achieve quantifiable goals. Adam's program of Prevention and Performance can be tailored to whatever your aim in life is now and in the future.



Previous Credentials:

- B.S. Kinesiology - West Chester University
- Certified Strength and Conditioning Specialist - National Strength and Conditioning Association.
- Certified Nutrition Coach - International Board of Nutrition and Fitness Coaching
- Certified Personal Trainer - American Council on Exercise
- Certified Fitness Instructor - Mid Atlantic Club Management Association
- Certified Massage Technician - California Healing Arts College
- Certified Circulation Training Therapist - Hirschman C.T. Institute

Adam's experience ranges from teaching college accredited courses on physical conditioning, managing health clubs, and working as a strength and conditioning coach for many individual professional athletes. Since then, he has developed an explosive combination of performance enhancement technologies. Now, serving many athletes and fitness enthusiasts in the Los Angeles area as a strength and conditioning coach, nutritionist, and manual therapist, Adam is considered one of the top trainers in the United States.



TEAM MEMBERS

Expanding Our Pledge to Provide The Best in Fitness & Nutrition Services

To meet the increasing demand for Advanced Athletics' quality fitness training and nutrition programs, Adam has brought together an expanded team of service providers who fulfill our high standards and your expectations. More than ever, Advanced Athletics is at your service.

Theresa Hessler
Trainer/Nutritionist



Theresa is a certified personal trainer, Pilate's instructor, and yoga instructor, and nutrition coach who has been featured on Entertainment Tonight. She professionally competed in IFBB fitness for the better part of a decade, winning three pro titles. Theresa has written and co-authored numerous articles for fitness publications such as Muscle & Fitness and Oxygen Magazine as well as appearing on the cover of these and other fitness Magazines.

Rebecca Rumsey
Trainer/Nutritionist



Rebecca is a certified personal trainer, group exercise instructor and IBNFC certified nutritionist, with over 10 years of experience in the industry. Rebecca is also completing a Master of Science in Holistic Nutrition. With a background in martial arts, boxing, dance and yoga, Rebecca maintains a devout following of clients who appreciate her in-depth knowledge and ability to help push them to their ultimate best.

Jonathan Millikan
Nutritionist



Jonathan is a certified nutritionist who takes tremendous pride in coaching his clients. He brings more than a decade of experience in serving health conscious consumers and delivering the most knowledgeable advice. Jonathan's manner offers a sense of confidence and delivers results he and his clients consistently find very rewarding. He considers this is true calling.

Now there are more ways and more reasons than ever for everyone who is highly motivated about their fitness and nutrition to bring their performance to the next level. The members of the Advanced Athletics team are here to make an individualized program easily obtainable and affordable.



FAQ

Fact Sheet

- **HISTORY:** Founded in 1996 by Adam Friedman and located next to the world famous Gold's Gym in Venice California, Advanced Athletics caters to highly motivated individuals and groups ready to bring their performance to the next level.
- **PRODUCTS & SERVICES:** Sports Performance Training, Personal Training, Nutrition Consulting, VO2 Testing, Corporate Wellness Solutions.
- **CLIENTS:** Professional, Olympic, and amateur athletes, fitness enthusiasts, the Hollywood elite, and individuals looking to succeed in business.
- **ENDORSEMENTS:** Advanced Athletics is endorsed by an impressive list of notable clients including Gabrielle Reese (AVP), Stephani Victor (U.S. Olympic Team), Lisa Leslie (WNBA), Kerry Kittles (NBA), Austin Croshere (NBA), Clark Haggans (NFL), Arnold Harrison (NFL), Christi Thomas (WNBA), and Francisco Bueno (MMA).
- **ASSOCIATIONS:** Official contributor to the Gold's Gym Fitness Institute.
- **MEDIA:** Articles featuring Advanced Athletics and its clients have appeared in the Los Angeles Times, Slam Magazine, Oxygen Magazine and Combat Fitness Magazine. Adam has also appeared in featured segments on NBC's "Today" show, KCAL9, and FitTV. Watch all our videos on [YouTube](#).
- **WEB SITE:** <http://advancedathletics.com/> Also, follow us on [Twitter](#) and [Facebook](#).