



**For Immediate Release**

**TIME AND MONEY STRAPPED AMERICANS FIND BALANCE, BETTER HEALTH WITH ALL-NEW BOOK**

*"I Count™: 10 Simple Steps to a Healthy Life" reveals the secrets to getting fit when you don't have extra time and money for fitness*

Laguna Hills, Calif. (February 14, 2009) – There are some people who seem to have it all: success in a fast-paced career, a great outlook on life, a sleek physique...an all around "glow." While it may seem that lady luck is always on their side, the key to their success lies in a tried-and-true model: set a goal and work to achieve it. "I Count™: 10 Simple Steps to a Healthy Life," a new book released today, reveals that by applying this concept to health and fitness goals, dramatic results will be achieved.

Authored by two former high-profile professionals, the book speaks to career-oriented individuals through the program's STAR™ Process, encouraging followers to Set, Track, Achieve and Reward daily wellness goals. Like a successful business model, the program focuses on meeting daily metrics, holding the reader personally accountable for making this daily goal.

At the heart of the program is walking -- a low-impact, inexpensive exercise that can be done just about anywhere. Teeming with compelling statistics on the power of walking, "I Count" encourages readers to set and track goals measured in steps, whether those steps are achieved by walking, running, biking or any number of exercises. In addition, the book provides realistic, affordable tips on health topics from nutrition to finding others to support your goals. Throughout the book, co-authors Susan Parks and Patricia Bonavia share tips, tools and best practices to make the journey a success—without having to devote countless hours and dollars.

"Fitness can be achieved, no matter how busy and budget constrained you are," said Susan Parks, co-author of "I Count" and Founder/CEO of WalkStyles, Inc. "When I started working 15-plus hour days, I made a commitment to myself to walk 10,000 steps each day. I made this happen each and every day, and through this, found fitness, balance and focus. And, during these tough economic times, you'll find the process we outline in "I Count" to be very affordable."

Taking her commitment one step further, Parks engaged her sister-in-law, "I Count" co-author Patricia Bonavia, to track her steps and the two began to compare their progress. This added element of accountability proved to be a model for the I Count™ Wellness Program that is highlighted in the book. "Even with my responsibilities of leading a financial institution and being the mother of two, I found that the process of setting wellness goals gave me the discipline to do something healthy for myself each day. Having to be accountable to myself and to Sue, reinforced my commitment."

"I Count" is available for purchase at [shop.walkstyles.com](http://shop.walkstyles.com), Amazon.com and BarnesandNoble.com.

**About WalkStyles, Inc.**

WalkStyles, Inc. is a private company, headquartered in Laguna Hills, California. WalkStyles is a leading provider of lifestyle wellness programs for companies and individuals. Offerings include the I Count™ Wellness Program, an integrated system to help people Set, Track, Achieve and Reward their activity, nutrition and other wellness goals. The company's online services include full community, activity and weight management capabilities and much more. In addition, WalkStyles offers fitness monitors, including its proprietary DashTrak®, activewear and other accessories. For more information on its products and services, visit [www.walkstyles.com](http://www.walkstyles.com).

###

For further information, contact:

Sue Parks  
WalkStyles, Inc.  
949-305-5888 ext. 201  
[sue.parks@walkstyles.com](mailto:sue.parks@walkstyles.com)