



University Study Shows Sonic Vinyasa Yoga Burns Up To 9 Calories a Minute – Now You Can Too On DVD

New York, NY, January 12, 2004— A recent study reveals one-hour of Sonic Vinyasa Yoga burns up to 540 calories; proof positive that yoga can deliver a powerful workout, a rejuvenating mind-break and, for the first-time, university-proven weight loss.

Developed at Manhattan's Sonic Yoga studio, this rigorous "style" of yoga is quite different from more traditional "static" or holding styles. With its carefully orchestrated, flowing sequence of postures that keeps you in motion, heart rates rise, sweat pours, breath fills the room and bodies come alive.

But, Sonic Yoga founder, Jonathan Fields, began to see an unintended side-effect—weight loss—as much as 5, 10, even 30 pounds and he wanted answers.

Says Fields, "I set out to create a yoga style that adds power and joy to peoples' lives. And, as a wonderful side-effect, it has developed into a powerful weight loss solution. With the epidemic of obesity in this country, what a gift to be able to share."

Fields teamed with Adelphi University's Human Performance Lab to study the energy costs of Sonic Vinyasa Yoga. The results opened eyes!

- Sonic Yoga's advanced standing sequence burns 5 to 9 calories/minute
- The cardiorespiratory impact, measured in metabolic units, is 4.5 to 7.5 METs.
- That is the equivalent of running up to an 11 minute mile

It should be noted, though, that the calorie-burning benefits associated with Sonic Vinyasa Yoga are likely **not** shared across all styles of yoga, says Fields. Indeed, while many other styles of yoga share the mind-centering effect, more static styles provide a significantly lesser "aerobic" element and burn fewer calories.

Eager to share these obesity-fighting benefits, Fields released his 3-video set—**Vinyasa Heat Live!**—to rave reviews in 2002. Now, with the study officially presented, Fields has just released his new **TURBO FLOW DVD**, that includes the actual sequence performed in the study. DVDs and videos are available at www.sonicyoga.com.

For those who seek a more intensive, live experience, join the Sonic Yoga Bliss team for **weeklong tropical retreats in St John, US, Virgin Islands and Costa Rica** this Spring. Details are available at www.sonicyoga.com

NOTE TO EDITORS Fields available for interviews. Photos, B-roll available, product available for review.

Contact: lauren hanna | 212-397-6344 | lhanna@sonicyoga.com.