

WOMEN STILL WANT LEGS, ARMS, THIGHS AND “BUNS OF STEEL”

Getting Arms Like Michelle Obama Just got Easier With the Updated DVD Workout Series

IRVING, TX (June 11, 2009) Irving’s premier creative production and post house, **ImageMaker Post** today wrapped final editorial and DVD authoring for the updated “*Arms of Steel*” disc, one of four discs in the 2009 “*Buns of Steel*” re-launch of the enormously famous home exercise video series, distributed internationally by Warner Home Video. The new releases in the series were created and produced by **Leisa Hart Productions**, under the direction of president and fitness guru Leisa Hart, who stars in the updated series, as well as 14 of the original, trend-setting “*Steel*” series, which rose to international fame in the 1990s and is still one of the most recognizable fitness brands in America.

To re-imagine the “*Steel*” series for the new millennium, Leisa personally designed new cutting edge exercises to tone the body in all the right places using highly efficient techniques for dropping pounds, while strengthening and sculpting sexy curves. The unique programs incorporate athletic training along with popular yoga and Pilates principles to appeal to today’s health-conscious woman. “Today’s woman cares about being healthy inside and out.” says Leisa. “But attitudes about what is beautiful have evolved in the past 20 years. A great example is First Lady Michelle Obama. Her arms are beautifully sculpted. That is a look that would not have appealed to women then. Now, that’s exactly what every woman wants!”

Leisa Hart Productions chose to work only with Texas companies to complete production and post-production services for this project. According to Leisa, “Texas has an array of production talent that is on par with New York or LA. There was simply no need to travel far from home to get the quality we demand and to provide what was expected by Warner Home Video.” Of course, production tools have changed since the 90’s when the first “*Buns of Steel*” video was created. According to Sondra Brunone, President of ImageMaker Post, “The first “*Buns of Steel*” series was released on VHS tape, which, for its day, was very high-tech. But, DVD quality far surpasses VHS, of course, and DVD’s flexibility lets exercise enthusiasts easily select individual workout segments at will, to create a routine that is perfect for them.”

DVD also allowed **Leisa Hart Productions** and **ImageMaker Post** to edit in significantly more and varied content for viewers this time around, including bonus fitness routines on each disc. Says Leisa, “Today’s “*Buns of Steel*” is a good value. In this economy, value is everything. I think people are concerned about every dime they spend right now. Gyms and personal trainers are expensive, so working out at home or in your hotel room when traveling is a bargain, as well as private and convenient.” Sondra Brunone agrees, “I do these at home and I’m taking these with me when I travel from now on. After watching so many hours of these routines in the edit room, I’m a convert, too!”

The new “*Steel*” series of workout DVD’s includes complete routines women can do at home to tone Abs, Legs, Arms, and, of course, “Buns”. Simple tools such as hand weights are needed, plus easy to find household items such as chairs to provide added stability and enhance exercise options. And viewers will love the new “*Steel*” motto: “*I commit to greet each day with positive thoughts and healthy ways!*”

The “*Abs of Steel*”, “*Buns of Steel*”, and “*Legs of Steel*” discs have been released in stores and online. “*Arms of Steel*” is currently scheduled for release in August.

About ImageMaker Post and Leisa Hart Productions

ImageMaker Post is a nationally certified woman-owned, full-service creative video production and post house located near Dallas in Irving, Texas. **ImageMaker Post** specializes in polished script-to-finish productions for agencies, producers and major corporations around the world. Services include video, film & HD production, digital graphics and editing, motion graphics and animation, and sophisticated DVD concept design and authoring. For more information, please visit www.imagemakerpost.com and www.gottahavedvd.com.

Leisa Hart Productions is based in Frisco, Texas. Hart's launch to stardom began with her dynamic performance as the star of 14 "*Buns of Steel*" with over six million copies sold. In addition to this popular workout line, Hart has co-authored three books and 26 additional fitness videos. Dazzling audiences with her warm, approachable personality, Hart is constantly in high demand as a motivational speaker, television host, emcee and endorser. For more information, please visit www.leisahart.com.

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