



# CREATIVE ENTERTAINMENT SERVICES, INC.

2550 N. Hollywood Way  
Suite 100  
Burbank, CA 91505  
Phone: 818.748.4800  
Fax: 818.847.8625  
Website: [www.acreativegroup.com/ces](http://www.acreativegroup.com/ces)

Kathy Findling, President 818.748.4804  
Samantha Sarakanti, Client Services Director 818.748.4846  
Vanessa Singleton, Senior Account Manager 818.748.4845  
Jennifer Platt, Senior Account Manager 818.748.4841  
Ryan Mogge, Client Communications Manager 818.748.4844

## Product Placement Overview

### *Polar*



Headquartered in Lake Success, NY, Polar Electro Inc. is a wholly-owned subsidiary of Finland-based Polar Electro OY, which invented the first wireless heart rate monitor (HRM) in 1977. Since its founding over thirty years ago, Polar has been pioneering a revolution in training and leading the heart rate monitoring and fitness assessment technology category with innovative products and solutions that deliver valuable feedback and guidance to help individuals reach their personal goals by improving their well-being and sports performance through a profound understanding of the human body. Polar allows for increased efficiency and effectiveness in training and is the single best way to listen to the body. Today, Polar training computers are the number one choice among consumers worldwide. Polar products and technologies are also used by leading fitness facilities, athletic teams, corporate wellness facilities and by thousands of physical education programs around the country.

For more information visit: [www.polarusa.com](http://www.polarusa.com)

## FITNESS & CROSSTRAINING



### FT40

**For active exercisers who want clear guidance and to monitor their fitness level.**

- Tells you if the main effect of your training is fitness improvement or fat burning
- Measures your aerobic fitness
- Displays calories burned
- Comes with comfortable textile transmitter
- Connects to [polarpersonaltrainer.com](http://polarpersonaltrainer.com) online exercise journal via optional Polar FlowLink™



### FT60

**For committed exercisers -- the Polar STAR Training Program tells you how much and how intensively to train.**

- Creates a training program and sets new weekly training targets
- Gives feedback on the effect of your training
- Measures your aerobic fitness
- Connects to [polarpersonaltrainer.com](http://polarpersonaltrainer.com) online exercise journal via optional Polar FlowLink
- Shows speed, pace and distance with optional sensors



### FT80

**For fitness enthusiasts who want to improve strength and cardio.**

- Guides your strength training
- Creates a training program and sets new weekly training targets
- Measures your aerobic fitness
- Comes with Polar FlowLink to connect to [polarpersonaltrainer.com](http://polarpersonaltrainer.com) online exercise journal
- Shows speed, pace and distance with optional sensors



# CREATIVE ENTERTAINMENT SERVICES, INC.

2550 N. Hollywood Way  
Suite 100  
Burbank, CA 91505  
Phone: 818.748.4800  
Fax: 818.847.8625  
Website: [www.acreativegroup.com/ces](http://www.acreativegroup.com/ces)

Kathy Findling, President 818.748.4804  
Samantha Sarakanti, Client Services Director 818.748.4846  
Vanessa Singleton, Senior Account Manager 818.748.4845  
Jennifer Platt, Senior Account Manager 818.748.4841  
Ryan Mogge, Client Communications Manager 818.748.4844

## Product Placement Overview

### *Polar*



#### CYCLING



#### **CS600X**

**For competitive cyclists who want to take their training to its highest level.**

- Determines if your training is optimally developing your performance
- Improves your cycling technique with cycling-specific data
- Displays the inclines and declines of your ride
- Comes with Polar ProTrainer 5 software for training, planning and analysis
- Enables route mapping with optional G3 GPS sensor

#### RUNNING & MULTISPORT



#### **RS300X**

**For recreational athletes who require all essential heart rate and timing features.**

- Helps you train at the right intensity with personal sport zones
- Measures your aerobic fitness
- Displays calories burned
- Connects to [polarpersonaltrainer.com](http://polarpersonaltrainer.com) online exercise journal via optional Polar FlowLink
- Shows speed, pace, and distance with optional sensors



#### **RS800CX**

**For multi-sport athletes who require a wide range of performance information.**

- Helps avoid over- or under-training
- Measures detailed information about your performance
- Comes with Polar ProTrainer5™ software for training, planning and analysis
- Enables route mapping and shows speed, pace, and distance with optional sensors