



VQ ActionCare Welcomes Andrew Siminoff as Media and Customer Relations Director

San Diego State University Graduate and Santee Resident Joins Mature Fitness and Lifestyle Company.

San Diego, CA, November 07, 2009 --(PR.com)-- VQ ActionCare, LLC, developer of high quality fitness and lifestyle products for mature adults, is pleased to announce the addition of Andrew Siminoff as media and customer relations director. In this role, Mr. Siminoff will be responsible for media buying, media relations strategy and customer service management for the company's benchmark product, the Resistance Chair®, a patented at-home cable exercise system designed to help mature adults maintain and enjoy an active and healthy lifestyle.

Bringing more than a decade of experience in branding, sales and marketing to the VQ ActionCare team, Mr. Siminoff previously served as director of business development for AirDrives, where he spearheaded the launch of the company's first four consumer products, while simultaneously managing the branding, sales and marketing. Mr. Siminoff also held positions with companies that include Pro Comp Suspension, Specialized Bicycles and Apple Computer, Inc.

Mr. Siminoff earned a bachelor's degree from San Diego State University. A resident of Santee, he enjoys camping, dirt biking, skateboarding and hiking with his wife, Robin, and two sons, Dylan and Logen.

For more information about VQ ActionCare and the Resistance Chair®, visit <http://www.VQActionCare.com>.

About VQ ActionCare:

Founded in 2004, VQ ActionCare is dedicated to helping mature adults stay active and mobile through high quality products that enable seniors to get the physical activity they need in order to maintain the strength and agility they want. After two years of research and development, the Resistance Chair® at-home exercise system was born, specifically designed to stave off the effects of common ailments, such as arthritis and diabetes, while improving strength, endurance, flexibility and balance. The VQ ActionCare line of home fitness equipment includes the Resistance Chair®, exercycle bikes, shoulder stretching attachments, and instructional DVDs that allow individuals to stay in a safe, seated position for most of the exercises, and employ low-impact resistance bands that are gentle on joints. For more information, visit <http://www.VQActionCare.com> or call (877) 368-6800.

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