



XRtainment Zone, a unique family wellness and exertainment center is proud to offer kids and their families, a solution to weight loss and overall good health; and a positive intervention to what some healthcare professionals are calling a “Perfect Storm” healthcare crisis.

I am a 12-year preventive care specialist at Beaver Medical Group and co-founder with Attorney Joel Peterson of XRtainment Zone. We plan to open XRtainment Zone to the community in spring 2006 in Redlands, CA.

XRtainment Zone will house the latest in exertainment video and computer games. In addition, it will have a strong wellness component complete with wellness and fitness classes, nutrition classes (we have a full kitchen for doing cooking demonstrations), health risk assessment, studies that track results and clinical research to further the field.

We believe the time is now to be proactive with one’s healthcare – as it’s no secret that Americans are gaining weight despite the latest in medical research and technology. Sadly, the most sobering prediction by health professionals is that this generation of kids is the first generation predicted to die before their parents. The combination of growing weight, living longer, and decreasing workforce is being called the “perfect storm” that is predicted to wreak havoc on our healthcare and financial systems.

Ironically, the very “enemy” that is often blamed for being a major factor in the obesity epidemic is now being used to help in this fight: video games. Video games are being used to get kids and adults moving more. This latest intervention is called “exertainment” or “exergaming” because it combines exercise with playing entertaining virtual reality games featuring the latest in video and computer technology.

While this exertainment movement in healthcare is in its infancy, 2006 promises to be the breakout year for this intervention, thanks to facilities such as XRtainment Zone, the first family wellness and fitness center of its kind.

For more information, please contact me at 909-747-5935 or [ernie@xrtainmentzone.com](mailto:ernie@xrtainmentzone.com). Or visit our website at <http://www.xrtainmentzone.com/>.

Sincerely,

A handwritten signature in cursive script that reads "Dr. Ernie Medina, Jr." The ink is dark and the signature is fluid and legible.

Ernie Medina, Jr. DrPH  
Co-Founder, CEO