

Company Profile

C O N T E N T S

Central Sports, Institute of Sports Science.

School Business Segment

Fitness Business Segment

Leisure Related Business Segment

Corporate and Care Prevention Business

We have produced many Olympic athletes!

Sports instruction based on medical and scientific research results

Started as a private enterprise in 1982, Central Sports established its unique research institute. Central Sports has undertaken various research projects and program development projects from the medical and sport science viewpoints, the results being used in improving competitive ability, and in “contributing to health promotion throughout one’s life”.

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● Swim Mill Research

Swim Mill is introduced for the first time in a private enterprise. It is utilized in the establishment of scientific training and instruction methodology.

It is a machine that generates water currents of various speeds (0 to 2m per second) in which the swimmer can swim in a fixed place. Because it makes possible the precise measurement of cardio-respiratory endurance and swimming movements, it is useful for establishing the physical strength level, and in judging training efficiency.



● A Wide Range of Research Content

From competitive ability improvement to health promotion – various results and achievements are published on our website.

Research related to competitive ability improvement

Research related to physical growth, development, and physical strength enhancement, development of training products, etc.

Research related to exercise program

Scientific verification and quality control of the exercise programs implemented in sport clubs all over the country, etc.

Research related to health promotion

Research in maternity swimming, baby swimming, metabolic syndrome, care prevention, etc.

● Olympic Athletes Produced by Central Sports

Central Sports has nurtured a large number of Olympic athletes.



Daichi Suzuki



Hiroyuki Tomita



Takehiro Kashima



Tomomi Morita

School Business Segment



Introduce the pleasure of sport to children to help with their healthy growth

Over the last 45 years, from its establishment, Central Sports has worked in the children's school business.

Not only does it promote physical fitness, but it also fosters social awareness, autonomy and positiveness, helping to broaden children's healthy growth and their potential.

Kid's School - supporting healthy mental and physical growth.

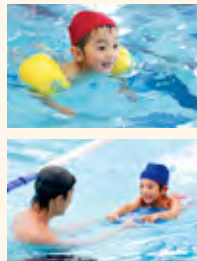
In order to cultivate children's potential, besides physical ability and strength improvement, The Central Sports Kid's School comprehensively supports the acquiring of social skills, such as etiquette and manners, developing of autonomy and positivism in group conduct, formation of a rich humanitarian belief, and mental and physical health.

Kinesthesia develops remarkably at a young age. Familiarizing themselves with various exercises during their growth period increases children's latent potential, and considerably broadens their future possibilities.

Furthermore, unique gradual guidance is given at Central Sports in order to enable each individual to aim at reaching an upper level.



Traditional and time-proven instruction method Swimming School



Being established with the goal of nurturing athletes, Central Sports has pursued better instruction from various aspects. As a result, up to this day, it has produced many internationally recognized athletes such as Daichi Suzuki, winner of a gold medal at the Seoul Olympic Games.

Central Sports, also said to be Japan's swimming school pioneer, is cultivating children's potential through instruction backed up by tradition and history.

For many years it has been encouraging children of all levels, from baby to professional swimmers.

Making kid's dreams come true Overseas Expedition

Since 1974, Central Sports has been holding swimming trials every year for children in our swimming school to select children to send to Hawaii and other overseas locations. About 30 children participate in this expedition every year.

These children not only get training in a wonderful nature environment but also experience international communication through home stays. By improving their swimming skills and learning to be more independent and active, these children will have the potential to become world class athletes with fine personality.



Cultivating comprehensive physical strength Gymnastic School

Focusing on children from infants to toddlers, Central Sports provides programs according to their growth and development levels that lead to their advancement to an upper level.

By practicing various exercises, the ability to control one's body skillfully and basic physical fitness are acquired.



Third major program of the kid's school Dance School

In addition to swimming and gymnastics, we started the "Dance School" as a third major program for our Kid's School, since "Dance" became a required subject for Junior High Schools in 2012. Dancing enthusiastically to music, the children will acquire a good sense of rhythm, and greater physical flexibility and strength.

Through our unique step-by-step program, the children first learn handclapping and keeping rhythm to music, then move on to the basics of dance, and will be able to dance to a whole music.



Fitness Club Segment



Proposal of health and fitness for life to strengthen body and mind

More than 30 years since the opening of the first fitness club in Japan.

Central Sports provides a complete range of exercise equipment, as well as programs and services responding to all age groups' needs.

Also, by deploying "wellness clubs" equipped with body care facilities, such as spas and beauty salons, we provide relaxation and community spaces for a wide range of clients.

Programs Responding to a Wide Range of Age Groups and Their Needs

In order to enable people from all age groups, from infancy all through life, to get involved in health promotion, we are developing and expanding various programs on a scientific basis, according to modern people's lifestyles and goals.



Studio Programs

A line-up of various goal-oriented programs.



Shape Pump



Yoga

Swimming Pool Programs

As a pioneer of swimming fitness, we offer a rich line-up of unique swimming pool.



Swimming



Aquatics

Gym Programs

Training to achieve basic physical strength at one's own pace. We support our clients from the start by showing them how to use the machines.



Aerobic training



Muscle training

Personal Program

Advice and support suited to each person's individual condition.



Personal training



Pair Stretch

High Quality and Ample Facilities



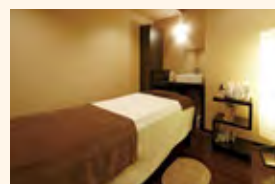
Training Gym



Golf Range



Spa Facility



Aesthetic Salon

Beside pools in almost all the facilities, the latest equipment is provided everywhere from studios and fitness gyms, to golf ranges and all-purpose arenas. Also, spa facilities, body care rooms, beauty support clinics are available for relaxation after exercising. We are striving to totally support fitness styles and build an environment where one can continue even longer, more enjoyable physical exercise programs.

Various Types of Sports School and Culture Centers

Starting with swimming schools for adults, various types of sport schools and culture centers, such as for golf, tennis, squash etc., have been established. From beginners to advanced, we instruct customers in safe and enjoyable exercise.



Golf



Tennis



Squash



Swimming

Other Business Segment



Encourage a Rich Variety Sports That Opens a World of New Opportunities

By leveraging the know-how gained through long-standing support for people's health promotion, Central Sports backs up health promotion businesses of enterprises and regional public organizations. We are also deploying a variety of businesses aimed at life enhancement, such as sports experience tours for all age groups and events organization.

Leisure Business

Health promotion through enjoyment, supporting every traveler Domestic and International Travel and Event

To enjoy life, travel is indispensable. Including participation in marathons and other sports events tours, Central Sports has a unique, wide variety of travel programs, through which one can enjoy events such as hiking and walking tours at various national tourist attractions, often with fellow club members. We help you to build up your basic physical strength to have a more pleasant travel experience.



Mount Fuji Tour



Half Relay Marathon



Hawaii Cycling Tour



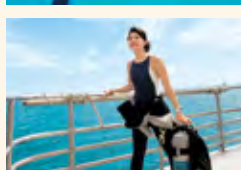
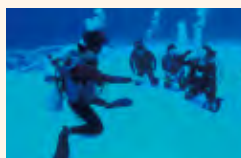
Honolulu Marathon Tour

Introducing people to the joys and mysteries of the ocean Marine Sports

In 1986, a diving instructors' association, "DACS," (Diving Association of Central Sports) was established by Central Sports. Leveraging the know-how gained through swimming instruction, instructors with a rich experience and knowledge teach, in an easy-to-understand manner, a curriculum in which safe diving is put first. One can enjoy every type of marine sports tours and events, such as rafting, canoeing, kayaking, or obtaining diving and snorkeling licenses.



Diving



Diving Tour



"DACS" is the Central Sports' diving association. Instructors holding this license run diving schools all over the country.

Nurturing mental and physical strength Travel and Camping for Children



Swim Camp



Gymnastics Camp



Snow Camp



Summer Camp

Through direct experience in outdoor activities, we are operating one-day trips and sports camps aimed at improving the physical strength of children, and fostering a zest for living and a rich humanitarian belief. From outdoor activities, children learn about the splendor of nature. And through group activities, they develop a "human-compassionate mind". We offer outdoor educational programs that are safe, fun and backed by established theories and practices to contribute to children's growth.

We encourage the health of enterprises and regions as well as community building

Corporate Business (area corporate member system, health seminars, on-site lessons, and health events planning)

Having established an "area corporate membership system" for numerous businesses and health insurance societies, Central Sports' facilities all over the country are being used for employee benefit and health promotion programs. Through the "area corporate membership system", the contracting enterprises' employees and their families can use Central Sports clubs and its partners clubs anywhere in Japan by paying the usage fee only. Also, Central Sports plans and manages "health seminars", "travel lessons", and "miscellaneous health checks". By increasing health awareness, Central Sports supports health improvement and work productivity enhancement. We offer various fitness events to make participation in health promotion a pleasurable experience.



Health Seminar Series

- Lifestyle-related diseases prevention seminar
- Stress management seminar
- Healthy walking seminar
- Obesity, metabolic syndrome prevention seminar



On-site Lessons Series

- Aerobics
- Stretching exercise
- Shoulder stiffness, back pain improvement and prevention exercise
- Pelvic exercise



Health Events Series

- Walking rally
- Creation of walking maps
- In-office recreation

Care prevention services offered by a sports club pioneer.

Care Prevention Business

Central Sports has a solid health promotion guiding expertise cultivated during our long years of sports club management, which is safe, effective and ensures pleasant continuation of sporting activities. Furthermore, in response to the aging of society, programs based on scientific grounds are developed at the Central Sports Research Institute. With the 2006 amendment of the Long-Term Care Insurance Act, and taking into consideration the enforcement of care prevention programs at local governments, programs such as the "Locomotive prevention program" and the "Comprehensive program" and the "Dementia Prevention Program" have been entrusted to us by local governments. Also, training and development courses are held all over the country for personnel training involved in care prevention.



Programs for senior-citizen centers

Targeting paid nursing homes and day-service institutions, we are offering programs that allow the participation of people of varying levels of health, from self-sustainable to those in wheelchairs.

- Group health exercise
 - Health chair exercise
 - Health mat exercise
 - Health well exercise
- Personal training

*Other programs may be available upon request.



Care prevention staff education and training program

We are training specialist who can lead programs at the facilities for the elderly and at care prevention programs sponsored by local governments.

- Lecture and training for Certified Trainer for Care Prevention
- Instructor training for the elderly person exercise
- The dementia preventive facilitator training
- Technical workshop

*Other seminars may be available upon request.



Care prevention programs for local governments

We provide a wide variety of programs for regional support centers in local communities.

- Locomotive Function Improvement Class
- Oral Hygiene Improvement Class
- Comprehensive Class (exercise, oral hygiene and nutrition)
- Dementia Prevention Program

Management of the Care Prevention Day Service

We offer new types of "Day Service" such as individual programs, high quality exercise instruction, and the Dementia Prevention Program using tablet computers.