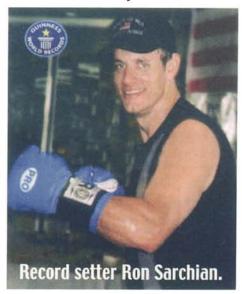


HIT MAN

On June 18, **Ron Sarchian** broke his second Guinness world record by throwing 15,089 consecutive punches in 60 minutes, thereby shattering the previous record of 4,104 punches in the "Most Full Contact Punch Strikes in One Hour" category. While most 40 year old men would be sitting down to an ample lunch at noon on a Saturday afternoon,

Sarchian obliterated another Guinness mark at Premier Fitness in Encino, CA. This was Ron's second Guinness mark, having punched a heavy bag in 2004 for 36 straight hours to surpass the previous record of 24 hours.

The most recent feat was accomplished with three different trainers who alternated holding focus mitts during the hour long event. Sarchian averaged an astonishing 251 punches per minute ...about the number of punches a busy fighter (i.e. Wayne McCullough) throws in a three minute round. From his 6' 1", 210 lbs. frame, Ron



ignored sore hips, swollen hands, and numb joints to throw just over four punches per second for an entire hour, with his very last 60 seconds totaling 320 punches.



Ron Sarchian recently broke the Guinness World Records mark for "Most Full Contact Punch Strikes In One Hour."

Why do this? Why indeed. A personal trainer, stuntman, avid cyclist and former kickboxing competitor, Sarchian self-imposes such challenges in part to negate the notion that growing older equates to a sedentary lifestyle. More so, he draws inspiration from fellow cyclist Lance Armstrong's phenomenal return to peak form after cancer recovery, the very same cancer that took Archie Sarchian's life, Ron's father, when Ron was just three years old. Both Guinness record events by Sarchian honored the memory of his father while raising money to benefit the Lance Armstrong Foundation.

While Guinness records and accolades from admirers are nice, Sarchian goes after such records with deeper purpose. If "that which does not kill us makes us stronger," then it's equally accurate that by overcoming suffering (from cancer recovery, in the midst of a brutal training camp, or otherwise), we become greater than we were without suffering. Ron Sarchian's two records...and counting...are proof.