



NEWS RELEASE

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Premier Fitness Expands Facility and Services

SUFFOLK, VA., October 26, 2007 — Premier Fitness, Suffolk's first upscale private fitness center, is expanding its facility in the adjacent Harbour View Professional Center. The company plans to lease an additional 900 square feet for the Premier Kids Club. The new club is designed as an amenity that will provide stay-at-home moms a place to workout during the day and for couples to come together in the evenings and weekends, while allowing them to bring their children. Premier Fitness will be adding five new jobs and investing \$100,000 with this new venture.

"The reason we are starting the Premier Kids Club is because we have had an overwhelming number of requests from both current members and nonmembers to provide a safe and fun program for their kids so they can join and use our adult oriented fitness club. Our Kids Club will not be crowded or out of control like what is sometimes found in other facilities. We want the kids to enjoy a special environment that they look forward to visiting, just like the parents experience the more private atmosphere of our fitness center," said President and CEO Brian Cavanaugh.

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Premier Kids will feature:

- An enhanced security system at the door, including a buzz-in system for entry
- A waiting area that is separated from the play area with gated entry
- Custom cabinetry, showcasing book shelves for toys, books, and crafts
- Plasma TV, computer station, play area and study area
- Camera surveillance system to monitor activities on any of the club TVs
- Mature and caring staff who are CPR Certified and who have passed an extensive background check
- Morning, evening and weekend hours

“I am very excited to learn about the continued success of Premier Fitness and the plans for the new Premier Kids Club,” said Suffolk Mayor Linda T. Johnson. “This new service speaks highly of the commitment that Premier Fitness has put forth for their members.”

Premier Fitness is located on Champions Way just off of Harbour View Boulevard. For more information about Premier Fitness and the Premier Kids Club, call 757-923-9898 or visit www.premierfitnessusa.com.



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