

NEWS RELEASE
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Premier Fitness Breaks Ground

SUFFOLK, VA., October 3, 2006 — Ground has recently been broken for Premier Fitness, a new first-class fitness center to be located on Champions Way just off of Harbour View Blvd. in Northern Suffolk. Premier Fitness will lease one of the four new office buildings being constructed by BECO. Premier Fitness will invest approximately \$1.5 million in their new 13,000 square foot building, and will create 50 new jobs.

Premier Fitness will offer an innovative and empowering fitness experience employing state-of-the-art user-friendly equipment, group exercise classes featuring aerobic, yoga, pilates, and athletic conditioning in semi private studios, and the latest in "Cardio Theater" entertainment options. The President and CEO of the company, Brian Cavanaugh stated that "Premier Fitness, Suffolk's Premier Fitness Center, will be the first and only high quality, "member driven" club in the area. We are custom designing our club to bring our members the ultimate fitness experience and satisfaction. Premier Fitness will continually refine its facility and services to meet the

expectations of our valued members. We are already corresponding with our first charter members discussing what they want most from their club. At Premier Fitness, everything begins and ends with our members."

"Premier Fitness will be an excellent compliment to the surrounding neighborhoods and companies in the Harbour View area," said Suffolk Mayor Linda Johnson. "This new facility and investment will certainly enhance the wonderful quality of life of our citizens."

Premier Fitness plans to open early spring 2007, and is currently taking reservations for membership at www.premierfitnessusa.com.



Rendering of Premier Fitness at Champions Way