



FOR IMMEDIATE RELEASE

SNAP FITNESS JOINS INTERNATIONAL HEALTH, RAQUET AND SPORTSCLUB ASSOCIATION

Membership benefits franchisees with additional marketing tools and operational support to make sound decisions regarding club facilities

Minneapolis, Minn. – [March 2, 2007] – Snap Fitness, one of the fastest-growing fitness chains in the fitness industry, announced today that it has become a member of the International Health, Racquet & Sportsclub Association (IHRSA). IHRSA members include more than 7,000 health club facilities worldwide.

“We are delighted to welcome Snap Fitness to the IHRSA family,” said Meredith Poppler, Vice President of Sales, IHRSA. “We’re especially pleased that every Snap Fitness franchisee has become an IHRSA member, allowing us to provide IHRSA benefits and expertise across the entire organization.”

With more than 300 locations in over 40 states and on track to open another 250 locations by year-end 2007, Snap Fitness provides state of the art exercise equipment, a no contract membership, 24-hour access and reciprocity among all its locations. Snap Fitness addresses the biggest hurdles to obtaining fitness goals – time, convenience and affordability. IHRSA will assist franchisees, many operating fitness clubs for the first time, with a variety of tools, publications and information to maximize success.

“Providing unparalleled support and ongoing education to our franchisees is our top priority, and joining IHRSA benefits all of our franchisees,” says Peter Taunton, Snap Fitness President and CEO. “Franchisees can access a wealth of additional information, outside of what we offer, to boost marketing efforts, add to the member experience and boost membership sales.”

About Snap Fitness

Ranked 11th on *Entrepreneur* magazine’s list of “Top New Franchises”, Snap Fitness is experiencing phenomenal growth with more than 300 clubs nationwide and approximately 25 new clubs opening monthly. Founded in 2003 by CEO Peter Taunton, the Chanhassen, Minn.-based franchisor offers compact, state-of-the-art, 24-hour fitness clubs that emphasize fast, convenient and affordable workouts and offer consumers an alternative to the more-crowded, more-expensive “big box” health clubs. For more information, visit snapfitness.com.

About IHRSA

The International Health, Racquet & Sportsclub Association (IHRSA) is a not-for-profit trade association representing health and fitness facilities, gyms, spas, sports clubs, and suppliers worldwide, representing more than 7,000 clubs in 74 countries, along with more than 600 industry suppliers.

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