

ATLANTA BUSINESS CHRONICLE

Local Health Club WORKOUT ANYTIME Gains Strength and Branches Out

Franchise Opportunities in Booming Industry

Workout Anytime is pumping up and expanding its strength throughout the southeast, bringing fitness and convenience to every corner of the suburbs. In January 2009, Workout Anytime will open its 14th location in Buckhead, Georgia. The successful fitness center is the epitome of modernity: convenient locations, efficient workout equipment and 24 hour access 7 days a week!

The booming health and fitness business is a 15.9 billion dollar industry and is increasing every year. Currently this industry serves over 42 million Americans and is trending upward every year. Based on International Health, Racquet and Sportsman Association (IHSA) statistics, health club memberships are projected to reach 50 to 100 million by 2010. This would represent a 25 to 50 percent increase from today's levels. The phenomenally growing demand in the health and fitness industry is an intelligent reason to invest in a Workout Anytime franchise. Because of the high rate of obesity and heart disease in America, there is an increased awareness of exercise and fitness.

Workout Anytime offers a proven franchise package consisting of real estate and site selection assistance, design and construction assistance, comprehensive training and brand recognition to the public. Ongoing support with a direct helpline to the Corporate Office gives a solid business foundation to franchisees. This compact, turnkey business system is poised to dominate the Southeast as one of the most profitable fitness clubs available for franchise ownership.

The experienced founders of the Workout Anytime Franchise Systems provide franchisees with complete, easy-to-use software packages that link all of the necessary components together. By joining forces with Visual Fitness Planner (VFP), franchisees are given a turn-key system for sales and marketing to capture and integrate new members into a healthy lifestyle change. VFP automates sales, marketing and orientation systems with the power of visually impacting technology. VFP calculates a person's health risks for diseases, predicts their "health age", creates a 3-D image of their body, both before and after, and calculates exactly how long it will take to achieve their goals. Check-in, member tracking, internet/email set-up, security and tanning are all simple and straightforward with the Workout Anytime software package. Club operators also utilize access card hardware and digital security systems for the safety of their location. All Workout Anytime locations are accessible 24/7, 365 days of the year. Workout Anytime provides its franchisees with multiple income streams. Memberships, personal training, tanning, nutritional consultation and travel are some of the sources of income available through owning and operating a profitable Workout Anytime franchise. In addition, the company's advertising and marketing are tested to achieve real results.

Workout Anytime is currently accepting applicants to develop and expand the neighborhood fitness center concept. The business model is proven to be as profitable as many gyms quadruple the size. Workout Anytime professionals will demonstrate how to own and operate a successful fitness club designed for today and the future. As the best-equipped gym per square foot in America, Workout Anytime's convenient 24/7 access 365 days a year can't be beat. Workout Anytime is the right concept at the right time.

Workout Anytime provides franchisees the potential of earning a great income operating a fitness club and improving people's health at the same time. Excellent sights and leases are available now in Decatur, Duluth, Lawrenceville and many more locations throughout the state. 2009 will see Workout Anytime expanding to approximately 30 Georgia locations and starting master franchises in Florida, Texas, Alabama, South Carolina and Pennsylvania.

For more information on the fastest growing health club franchise opportunity in the southeast, contact Randy Trotter at 770-403-7203 or rtrotter@workoutanytime.com. For more information on the company, visit the website at www.workoutanytime.com. Locations currently exist in: Acworth, Alpharetta, Buckhead, Cumming, Dallas, Douglasville, Dunwoody, Highlands, Hiram, Kennesaw, Marietta, Peachtree City and Watkinsville



www.workoutanytime.com