



Snap Fitness Launches Partnerships with Leading Online Health & Fitness Companies

Alliances Collectively Keep Club Members Engaged, Create New Revenue Streams for the Company's 1,300 locations

CHANHASSEN, MINN. January 21, 2008 - Snap Fitness, the rapidly expanding franchisor of compact, 24/7 express fitness clubs recently ranked 3rd on *Entrepreneur Magazine's* list of Top New Franchises, today announced strategic partnerships with three industry-leading companies: Bioceutica, Health Solutions Ltd. and HyperStrike. The partnerships, which take effect immediately, give club members access to a package of customizable, Web-based health and wellness planning tools that supplement the traditional, in-club workout experience.

By visiting <http://www.mysnapfitness.com/> and activating their Personal Web Page, members can take advantage of value-added features that allow them to learn their true "health age" and build a Personal Wellness Plan; talk confidentially to health and wellness coaches by phone to prioritize and achieve their health goals; create customized workouts that can be tracked daily and supported with video tutorials using break-through 3D animation; take a nutritional assessment and tailor meal plans to fit their weight goals; order supplements that are customized to each individual's unique biochemistry, similar to what professional athletes rely on; track their monthly club attendance for employer or insurance-plan reimbursement; schedule fitness assessments and more.

Most of the new products and services are free and part of the standard membership, according to Peter Taunton, founder and CEO of Snap Fitness.

"The 24-hour fitness category is becoming more competitive and mature, and in the long run, it will be the innovative concepts that thrive," said Taunton, a 25-year fitness industry veteran whose scaled-back concept was recently ranked #1 on *Franchise Market Magazine's* list of Top 100 New Franchises.

"Strategically, these services provide a competitive advantage; create new revenue and member retention opportunities for our franchisees; and, most importantly, give our members more ways to set and reach their fitness goals. We're all about providing our members a better experience, helping them achieve better results and giving them more for their money. That's the surest way to achieve sustainable growth."

The augmented services and support align with Snap Fitness' "Be Well" motto and company-wide focus that encourages members to not only get fit, but to embrace overall wellness.

"Where other clubs leave you to fend for yourself, we're giving our members added value - and equipping our franchisees with powerful sales tools to sign and retain members."

PARTNER COMPANIES

HyperStrike

Founded in 2005, HyperStrike is an interactive online fitness service providing members with innovative individualized workouts developed by a team of world-class certified personal trainers. Utilizing cutting-edge 3-D video instruction and comprehensive training resources, HyperStrike empowers and motivates people exercising at health clubs to accelerate the achievement of their personal fitness goals. The company's website is <http://www.hyperstrike.com/>.

Using HyperStrike's free Online Training Center, Snap Fitness members can create a customized workout routine, track progress and the free service includes access to a library of fitness and nutrition articles. Members can also take advantage of the company's Online Nutrition and Meal Planning, which provides calorie and diet recommendations tailored to individual needs. The 2-year-old, California-based company is led by founder & CEO Michael Greeves, a certified personal trainer with over 14 years of experience in the fitness industry.

Bioceutica

Bioceutica is the first company to make customized, scientifically-tested nutritional supplementation affordable and thus available to most Americans. Bioceutica's formulary has been supplying health care professionals with quality supplements for over 50 years. Its clients include prominent celebrities, athletes and professional sports teams. The company's website is <http://www.bioceutica.com/>

Bioceutica offers Snap Fitness members the same advanced nutritional supplements used by professional athletes. For a small fee, members can use the company's MyVitaminsRx™ program to create customized supplements formulated to match their unique biochemistry. The supplements have been proven to jumpstart energy level and vitality, reduce stress, improve immunity, and optimize metabolic functions that promote weight loss. Bioceutica is based out of Massachusetts and led by President Lou DeCaprio.

Health Solutions Ltd.

Founded in 2003, Wisconsin-based Health Solutions provides employee wellness and health promotion services to a variety of manufacturing, service and professional companies nationwide. The company's two founders have a combined 65 years experience in health care clinical practice, administration and population health management. The company's website is <http://www.healthsolutionsltd.com/>

Snap Fitness members can learn their true "health age," complete an online Wellness Assessment, and receive personalized recommendations on everything from enhancing a fitness routine to weight management through Health Solutions' free online coaching service. Health and wellness coaches are also reachable via phone for members seeking to make positive fitness and lifestyle changes and needing additional support. Patrick Trotter, MPH, FACHE is founder/president of the 5-year-old Sheboygan, Wisc.-based company.

About Snap Fitness

Fresh off its #3 ranking on *Entrepreneur Magazine's* list of Top New Franchises and recently ranked #1 on *Franchise Market's* Top 100 New Franchises, Snap Fitness is experiencing phenomenal growth with more than 1,100 locations sold nationwide, newly-opened locations in Canada and some 30-40 new stores added monthly. Founded in 2003 by CEO Peter Taunton, the Chanhassen, Minn.-based franchisor offers compact, state-of-the-art, 24/7 express fitness clubs that emphasize fast, convenient and affordable workouts in neighborhoods across America.