



FOR IMMEDIATE RELEASE

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Anytime Fitness Expanding to Mexico

100 New Clubs Planned Within Five Years

St. Paul, Minn. — Anytime Fitness, the largest co-ed fitness franchise in the world, will soon be expanding into Mexico. The Minnesota-based fitness club chain has signed a master franchisee agreement with entrepreneur Rodrigo Chavez, who plans to open at least 100 new clubs within the next five years.

"We are thrilled about Mr. Chavez's plans for Mexico," said Anytime Fitness VP of International Development John Kersh. "He is a very savvy businessman with the skills and experience to help Anytime Fitness thrive internationally."

Chavez says he'll open the first Anytime Fitness club in Mexico within the next six months. His goal is to open five clubs within a year, 50 clubs within three years and more than 100 clubs by 2014.

"I'm doing this because I want to help create a better world for our children," Chavez says. "I believe that people have a better attitude when they are healthier. Better attitudes lead to a better world. My motivation is my kids."

Initially, Chavez intends to open Anytime Fitness clubs near popular resort areas in Mexico—like Cancun, Guadalajara, Monterrey and Los Cabos. But he doesn't think most of his members will be tourists. Rather, Chavez believes workers who support the resort industry will flock to his clubs.

"There aren't many good fitness options for most people who live Mexico," Rodrigo says. "Resorts are 24-hour operations. People who work at the resorts are familiar with that concept, and I'm sure the fact that Anytime Fitness clubs are open 24 hours will be very popular with people who want to make a better life for themselves and their children."

In addition, Chavez points out, many entrepreneurs tend to visit Mexican resorts. Chavez thinks some of those entrepreneurs, when they see Anytime Fitness clubs, will be interested in purchasing the franchise territory rights to open their own clubs.

With more than 1,200 clubs open in 48 American states, Canada, Australia and New Zealand—and nearly 750,000 members worldwide—Anytime Fitness is the fastest-growing fitness club chain in the world.

Chavez, 41, is a native of Mexico who moved to Texas with his wife five years ago. He currently owns one Anytime Fitness club located in Roanoke, TX, and plans to open another club 80 miles southwest of Dallas within the next two months. Trained as a civil engineer, with a master's degree in business, Chavez also owns several construction-related businesses.

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About Anytime Fitness

Open 24/7, Anytime Fitness provides its nearly 750,000 members with convenient and affordable fitness options in friendly, well-maintained facilities featuring top-quality equipment. State-of-the-art security and surveillance systems ensure member safety even during unstaffed hours at the clubs. For more information about Anytime Fitness, or to find the club nearest you, visit www.anytimefitness.com.