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New Survey Shows Fitness Goals Trump Money Woes for Most

(Hastings, Minn.) – Despite the tough economy, a recent consumer survey revealed that most Americans are not willing to give up their health club memberships but are taking costs into consideration.

Among those who already belong to fitness clubs, 60 percent said they will keep their current memberships. Another 23 percent plan to maintain a membership, but downsize to more affordable health clubs. When choosing health clubs, 54 percent of those surveyed said cost is the most important factor they consider. An additional 21 percent ranked convenience or atmosphere as top considerations.

The survey was conducted by Opinion Research Corporation and was sponsored by Anytime Fitness, the nation's fastest-growing fitness franchise.

"This just goes to show how important health and fitness are to Americans," said Mark Daly, National Media Director for Anytime Fitness. "People may be looking for ways to cut back on expenses, but they continue to recognize the value of fitness and a healthy lifestyle."

Of those surveyed, 43 percent said health and weight loss were the primary motivators behind their desire to start or stick with an exercise program. Only 16 percent of survey participants said improving their appearance motivated them most, while 8 percent said they worked out primarily to reduce stress.

"Finding the time and money to commit to fitness can be difficult, but people that do it are always glad they did," said Daly. "While other national fitness chains are struggling due to the economy, we've seen our membership grow nationwide, because more people are recognizing the benefits and the value of joining convenient, affordable gyms that are open 24 hours a day."

About Anytime Fitness

Founded in 2002, Anytime Fitness is the fastest-growing fitness club franchise in the world, with more than 1,000 clubs currently open in North America and Australia. Open 24 hours a day, 365 days a year, Anytime Fitness provides convenient and affordable fitness options in friendly, well-maintained facilities which feature top-quality exercise equipment. State-of-the-art security and surveillance systems ensure member safety even during unstaffed hours at the clubs. Anytime Fitness expects to achieve system-wide sales in excess of \$150 million in 2009. For more information about Anytime Fitness, or to find the club nearest you, visit www.anytimefitness.com.

About the Survey

The Fitness and Finances survey was sponsored by Anytime Fitness and conducted by Opinion Research Corporation, an independent global market research firm. The online poll was conducted on December 25 and 26 and included responses from a nationwide sample of 1,090 people (568 women, 522 men). Full results and data tables are available upon request.

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