



FOR IMMEDIATE RELEASE

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MVP JOE MAUER WILL PITCH FOR ANYTIME FITNESS

Endorsement Deal is First for Mauer with IMG

Hastings, Minn. — The world's #1 fitness club chain just hit another homerun. Joe Mauer, the newly-crowned American League MVP, two-time Gold Glove award winner and three-time AL batting champ, will soon be appearing in television commercials and other advertisements for Anytime Fitness, a rapidly-growing health club chain with nearly 1,300 clubs worldwide.

"We're extremely excited to have Joe on our team," says Anytime Fitness co-founder Chuck Runyon. "He's a wonderful role model, an amazing athlete and someone who obviously understands the importance of regular exercise. We're confident he'll do a great job promoting healthy lifestyles, while raising awareness of the Anytime Fitness brand.

The endorsement deal is a natural between Mauer and Minnesota-based Anytime Fitness.

"I am very happy to be partnering with a great Minnesota company like Anytime Fitness. Their commitment to encouraging people to lead a healthy life and helping to showcase the benefits of physical fitness is something I am excited to be a part of," said Joe.

The Minnesota Twins all-star catcher is expected to begin recording TV and radio commercials for Anytime Fitness shortly after the first of the year, and will also appear in print and Internet advertising. In addition, Mauer will write a monthly fitness blog for AnytimeFitness.com and AnytimeHealth.com.

"Successful franchises are a lot like championship baseball teams," says Runyon. "You need role players and everyone has to work together to achieve common goals. But it sure helps to have a superstar on your team. We're very pleased Anytime Fitness now has Joe Mauer on its roster."

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About Anytime Fitness

Anytime Fitness clubs are now open in 48 states and five countries. Open 24/7, Anytime Fitness provides more than 800,000 members with convenient and affordable fitness options in friendly, well-maintained facilities featuring top-quality equipment. Members who join one club enjoy the benefit of using any of nearly 1,300 Anytime Fitness clubs at no additional charge. For more information about Anytime Fitness, or to find the club nearest you, visit www.anytimefitness.com.