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FOR IMMEDIATE RELEASE

BTS SUMMIT PORTLAND ROCKS THE NORTHWEST!
Top Operators Converge to Learn and Share Ideas to Grow Business

Atlanta, GA – July 22, 2008 – Body Training Systems® (BTS) educated, motivated and inspired over 350 owners, managers and instructors at the BTS Summit, a 3-day convention held at the Oregon Convention Center in Portland, OR, May 29-31.

The BTS Summit included the eight-hour Business of BTS Management Seminar and three additional sessions that focused on retention, REX Roundtables for Executives and best practices for owners and managers, and BTS Intensive workshops and BTS Super for instructors.

Bill Fisher, General Manager from Cascade Athletic Clubs, exclaimed that, "The people are what make the experience so great. I am developing great relationships with other owners and managers. That is the real 'diamond in the rough' quality of the BTS Summit. Hearing and seeing what other clubs are doing with the tools laid out by BTS is fantastic! We've already put three ideas into play!"

"The BTS Best Practices session could go down as the most helpful and informative management session I have ever attended at any BTS Summit, or for that matter, any convention. The results other club are getting with some simple ideas are just amazing!" Bill added.

Rich Boggs, BTS CEO and Chief Cheerleader, explains, "The BTS Summit is a fantastic environment where management and instructors can come together to learn how to service more people, more effectively, resulting in clubs being more successful."

In the BTS Super, which is the exercise blowout of the BTS Summit, all attendees got to *MOVE* and experience the newest release, Summer 08, for each program. They experienced eight hours of rocking music and new programming which now they are launching in their clubs, highly educated and highly motivated.

"There is nothing I've experienced, except a great rock concert, that comes close to what BTS put together. I was so excited when I was chosen to go on stage. That is something I'll remember forever," commented Kitty Ng from Dana's Body Zone.

The attendance at the BTS Summit was a 47% increase from the previous Portland event held only 18 months before. "We truly appreciate the support of the owners, managers and instructors and we are looking forward to our next BTS Summit in Hartford, CT this August", said Rich.

About BTS

BTS, a division of The STEP Company®, provides systems to improve clubs' profitability. BTS' Branded Group Fitness system includes comprehensive management, programming, training and marketing resources. BTS' newest product introduction is Retention Software developed by The Retention People. BTS launched The STEP® worldwide in 1989. For more information, call 800-729-7837 or visit www.bodytrainingsystems.com.

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If you'd like more information about this topic, to schedule an interview or to receive photos, please contact Terry Browning at 800.729.7837 ext 242 or email twb@thestep.com