

Press Contact:
Terry W. Browning
Body Training Systems
800-729-7837 X242
twb@thestep.com

Body Training Systems® Launches Group Active™ *Strong Club Demand Fills Trainings*

Atlanta, GA – January 8, 2007 – Body Training Systems (BTS), providers of branded systems, has launched Group Active following extensive testing in 2006. Group Active targets able-bodied participants who are new or infrequent exercisers. According to American Sports Data, the deconditioned market is over 4 times as large as the market of health club members.

“Our extensive research and testing of different Group Active formats has played a major role in our final product,” says Cathy Spencer-Browning, BTS National Training and Program Director, who led the development team. “Our goal was to reach the deconditioned market and attract males as well as females. The final product incorporates The Step and dumbbells, which use the same weights as Group Power. One goal in the program design was to minimize the purchase and storage of extra equipment.”

Group Active is a one-hour format that incorporates cardio, strength, balance and flexibility combined with motivating music. With the adjustability of both The Step and the dumbbells, participants may select the intensity level that is correct for them in Group Active. The most positive feedback was the excitement of first time participants who were anxious to come back for more.

“Group Active will launch with a complete set of banners, posters and marketing campaigns designed to reach participants both inside and outside the club,” said Terry Browning, President of BTS. Proper images and campaigns are key to deliver a compelling message about Group Active.

Contact BTS to receive a free Group Active DVD and learn how your club can capitalize on the exciting potential.

###

About Body Training Systems®

Body Training Systems, a division of The STEP Company, provides branded systems to improve clubs' profitability. BTS' group fitness system includes comprehensive management, programming, training and marketing resources. BTS' group brands are Group Power®, Group Centergy®, Group Step®, Group Kick®, Group Ride™, Group Groove® and Group Active™. BTS launched The STEP® worldwide in 1989.

For more information call, 800-729-7837 or visit www.bodytrainingsystems.com.