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Body Training Systems® Launches Group Groove™

Atlanta, Ga. – February 16, 2006 – Body Training Systems (BTS), provider of branded systems, has recently launched their sixth Group Fitness program, Group Groove™ in clubs throughout the US.

Group Groove™ is a dance fitness program that fuses club, urban and Latin dance styles with motivating chart topping hits and retro classic tunes. If you can move, you can Groove!

The first wave of clubs have launched Groove in January and February. Clubs are experiencing packed classes, with Susan and James Viar, owners of Gold's Gym McDonough, peaking at 123 participants at their Friday 6:00 pm class on January 20th. In addition, Jason West, General Manager of North Columbus Athletic Club, reported selling 27 memberships at their Groove launch on Monday, January 30th.

"We are very excited to bring the industry Group Groove™ because we feel it is a powerful way for clubs to pull in new members. Many people feel exercise is just too serious and boring. Groove's goal is to really encourage people to smile, laugh and have fun while getting a great workout. It really creates a buzz," notes Rich Boggs, CEO/Chief Cheerleader of BTS.

In addition to launching Group Groove, BTS is proud to now be working with some of the industry's top quality operators such as John Miller's Courthouse Athletic Clubs and Jennifer Harding's East Side Athletic Clubs in OR, Mike Arteaga's All Sports Health & Fitness Centers in NY, Bill Parisi's Parisi Sports Clubs USA in NJ and Ken Navarro and Bob Stuabel's Healthtrax Fitness & Wellness in the Northeast.

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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 systems. BTS' group brands are Group Power™, Group Centergy™, Group Step™, Group Kick™, Group Ride™ and Group Groove™. BTS is the exclusive club industry distributor of Podfitness.com™, which provides downloadable, personalized audio workouts, and is supported with a club marketing system. BTS launched The STEP® worldwide in 1989. For more information, call 800.729.7837 or visit bodytrainingsystems.com.