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FOR IMMEDIATE RELEASE

BTS TURNS STOCK MARKET LOSSES INTO GAINS FOR CLUBS

Financial Program to Support Clubs in Tough Economy

Atlanta, GA – December 19, 2008 – Body Training Systems® (BTS), leaders in branded group fitness, are turning recent stock market losses into savings for club owners. This could be a first for clubs – a way to lock in a profit of \$2,075 or more on a stock transaction that is used as a savings with BTS.

The exciting aspect of this financial program is the application to both new and existing customers. “When our team brainstormed ways to assist our customers through these difficult economic times, our primary concern was to treat both new and existing loyal customers exactly the same. This has been the cornerstone of our business since inception in 1989,” said Terry Browning, BTS President.

This financial program features 86 stocks that if owned or purchased at today’s prices can be transferred to BTS for a credit of the July 1, 2008 closing price (over 50% higher for many of the 86 stocks) to pay for monthly license fees. The savings will fluctuate based upon when clubs choose to take advantage of this offer. Details of the financial program are available through BTS who has made the execution very simple.

Rich Boggs, BTS CEO, commented that, “We understand the current economic climate has many club operators very concerned. Our goal at BTS is to provide business solutions to make owners and their business more successful. It’s our job to offer creative ways to do this and we believe this financial program will do just that. Not only can clubs realize an immediate 50+% savings, but also they bring in a system that will drive sales, visits and retention now and in the future. And the best thing is that we guarantee it.”

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