

Press Contact:
Terry W. Browning
Body Training Systems
800-729-7837 ext 242
twb@thestep.com

***Younger Next Year*[™] and Body Training Systems Join Forces in Supporting The Revolution in Aging**

Atlanta, GA – February 16, 2007 – Rich Boggs, CEO of Body Training Systems, and the authors of the *Younger Next Year* books, Chris Crowley and Henry S. Lodge, M.D., joined forces today in supporting what they called The Revolution in Aging.

The authors explained, “There is a desperate need in this country to take advantage of known-but-ignored science to reverse patterns of idleness and obesity that are ruining our health, crippling our economy and denying us joy in a third of our lives. We know that fundamental life style changes can reduce “normal American aging” – which is dreadful - by as much as 70%. We know that the same changes can *eliminate* up to 50% of all the major illnesses and accidents from age 50 to the day we die. The critical ingredients are serious, consistent *Exercise*...and social *Connectedness*. That is known but we do nothing. Not the government, not the medical community and not the insurance industry. In that puzzling vacuum, private industry should come forward. And, surely, the fitness industry should take the lead. Rich Boggs and BTS get that. It has been their focus from their beginning. We are happy to join forces with them to promote this goal.”

Mr. Boggs said, “Look... the *Younger Next Year* books are simply the best ever written about fitness and the enormous importance of *exercise* to our happiness and health. Especially for the Baby Boomer generation. They are so motivational...so intellectually and scientifically compelling. They combine charm and humor with rock-hard science to pull readers out of their chairs and into the gym. Nobody does it better. If we had our wits about us, every fitness club in the country would be giving these books away or, at the least, be pushing them at the front desk. If we did, people would read them. *And come to the gym*. Which is just what the books advise. *Younger Next Year* blew me away two years ago when the men’s version came out, and I have been beating the drum ever since. This announcement formalizes the commitment of our company.”

The authors added, “We have to get the country moving. Literally. That’s our fundamental commitment and that is what BTS is all about. We have tried a number of their programs and seen the rest. It seems to us that BTS has created an appealing menu of group fitness programs which are well calculated to draw gym regulars and – most importantly - non-users into serious exercise. That is a blessing.”

“The basic point of our books is that we humans were *designed* to move, in packs, millions of years ago. We were designed as endurance predators. Today, the hunt is over but our bodies most assuredly don’t get it and they won’t for millions of years. They get hopelessly gummed up...they fall apart...they hurt in idleness. Medicine keeps us alive, but the quality of our lives – and the cost of medicine – is appalling. *Serious, consistent exercise* solves so much of that. If it can be done in groups – and we are hard-wired to hunt in groups – so much the better. And, of course, that is what BTS does....get us to “hunt” – or exercise – in packs. It’s great fun and it works. We are particularly taken with their new Group Active program for the “deconditioned” exerciser. Wonderfully gentle phrase for a dreadful condition. But a condition shared by a huge part of the population. So we are pleased to join hands with BTS to promote our common message: Let’s get moving. For ourselves and for the country. We need it.”

Chris Crowley will be speaking at the IHRSA convention in San Francisco on Friday, March 30, at 11 a.m. and will be appearing (and giving out some copies of the *Younger Next Year* books) at the BTS booth – 6301- on Thursday and Friday.

###

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.