



**FOR IMMEDIATE RELEASE**

## **Gold's Gym Franchisee Association Applauds Branded Group Exercise Programs**

**Sugar Hill, GA July 7, 2010** – Gold's Gym, the world's leading authority on health and fitness, announces a new option for group exercise programming. Franchisees will now have the option to use Gold's Gym branded group exercise classes powered by Body Training Systems (BTS), a leading supplier of popular group fitness programs and long-time gold-level member of the GGFA Supplier Partnership Network.

Mike Epstein, President of Gold's Gym Franchisee Association (GGFA), says, "In today's ultra competitive environment, differentiation is more important than ever. By developing branded group exercise programs for Gold's Gym, BTS will be providing franchisees with a further way to stand out amongst the competition. Group exercise is extremely important to many of our franchisees and having a specially branded program available provides them with a choice as to how they would like to position themselves in their local marketplace. We welcome BTS as another important partner to the Gold's Gym family."

Excited about the positive impact the branded classes will have on franchisees, Ginger Collins, Executive Director of the GGFA, says, "We are excited at all the possibilities this new partnership will bring to the Gold's Gym owners and the Brand. Having been a long-time group fitness instructor for over 20 years, the importance of having the option of our own branded programs is a huge step in continuing our leadership in the industry."

GGFA Advisory Board Member, Gordon Johnson, supports the partnership, saying, "As a three gym group long committed to BTS it is gratifying that Gold's Gym will have a Gold's Gym branded Group Fitness product that will allow franchisees to have a choice acceptable to Gold's Gym. The fact that BTS has a guarantee not to sell to 24 Hour Fitness, Bally, LA Fitness, TSI and Life Time is a real commitment to Gold's Gyms nationally. There will be a surge of pride and harmony among our instructors, staff and members when the Gold's Gym branding is the center point of our Group Fitness. Our gyms, as well as many other BTS gyms, have consistently achieved over fifty per cent Group Fitness usage with the assistance of experienced BTS Coaches. We are excited that our fellow franchisees will have the same opportunity."

As part of the partnership, Gold's Gym franchise owners will have the option to select from a series of seven distinct group exercise programs covering a variety of fitness genres that will be branded by Gold's Gym. Each program is designed to inspire and motivate all ages and fitness levels in a fun group environment.

"Gold's Gym branded exercise classes can be a tremendous asset to gym owners wanting to take it a step further to distinguish themselves in a highly competitive marketplace," said Rich Boggs, president and CEO of Body Training Systems. "We look forward to working with Gold's Gym to provide quality group exercise programming and customized management support."

Past President of the GGFA, Blair McHaney, speaks about the importance of this achievement, stating, "As early as four years ago the GGFA identified the need for Gold's Gym to have self-branded, but not developed, group exercise programming. With our group exercise partner's need to grow their businesses, it is only a matter of time before we find ourselves competing with the very group exercise programming that we

feature. We should not begrudge these companies for executing their plans and seeking their profit. At the same time, we need to leverage our brand within the group exercise platform. I applaud this direction."

Body Training Systems will partner directly with Gold's Gym franchise owners and group exercise instructors to provide the necessary training and education needed for instructors to lead each class.

#### **About BTS**

BTS, a division of The STEP Company<sup>®</sup>, provides systems to improve club 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<sup>®</sup> worldwide in 1989. For more information, call 800-729-7837 or visit [www.bodytrainingsystems.com](http://www.bodytrainingsystems.com).

#### **About Gold's Gym Franchisee Association**

The GGFA is an independent organization for Gold's Gym Franchisees. It was founded in 2001 by a small group of franchisees, three of which still serve on the Advisory Board. The GGFA has membership totaling 370 gyms in the U.S. and Canada. The GGFA acts not only as the political voice of the Gold's Gym Franchisee but also as the mechanism for sharing best practices and for developing new programs to benefit franchisees.

###