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Gold's Gym Partners with BTS to Introduce Branded Group Exercise Programs

Global leader in health & fitness gives franchise owners new option for group exercise programs

DALLAS, June 29, 2010 – Gold's Gym, the world's leading authority on health and fitness, today announced it will introduce Gold's Gym branded group exercise classes to its franchise system, powered by Body Training Systems (BTS), a leading supplier of popular group fitness programs. The agreement will allow its franchise owners to further enhance and strengthen the Gold's Gym brand in clubs nationwide.

"The Gold's Gym brand has made a lasting imprint on the nation's consciousness and this partnership advances our position as the leader in the fitness industry," said Joel Tallman, Senior Vice President of Franchising & Global Operations for Gold's Gym International. "We look forward to implementing Gold's Gym branded exercise programs in clubs across the nation to improve class consistency and results for our members."

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."

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®, 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® worldwide in 1989. For more information, call 800-729-7837 or visit www.bodytrainingsystems.com.

About Gold's Gym

Established in Venice, Calif. in 1965, Gold's Gym is the largest full service gym chain in the world with more than 700 locations in 43 states and 28 countries. Gold's Gym offers the latest equipment and services, including group exercise, personal training, cardiovascular equipment, group cycle, Pilates and yoga. With nearly 3.5 million members worldwide, Gold's Gym helps all kinds of people achieve their individual potential through fitness. For more information please visit www.goldsgym.com or www.facebook.com/goldsgym <<http://www.facebook.com/goldsgym>> .

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