
January 8, 2008

Get a Six Pack While Giving Back

Take the Ab Crunch Challenge and Participate in the Lady of America/Ladies Workout Express Free 10-Week Training Program

FORT LAUDERDALE, Fla., Jan. 8 /PRNewswire/ -- Put some heart in your New Year's fitness resolution by joining the national Ab Crunch Challenge, a fitness challenge that will benefit your waistline and is expected to raise \$1 million for St. Jude Children's Research Hospital. Lady of America Fitness Centers and St. Jude challenge you, and women across the country, to participate in a free 10-week training program at local Lady of America, Ladies Workout Express or Workout Express locations, beginning in January, to prepare for the Ab Crunch Challenge taking place Saturday, March 29.

Through the training, you will build up the strength and endurance needed to perform stomach crunches for one hour straight on the day of the Ab Crunch Challenge. Whether a beginner just starting out on a new exercise program, or a fitness buff looking to help a worthy cause, the ab crunch training classes will improve your core fitness and get you ready to crunch on March 29 to raise \$1 million for St. Jude.

Open to club members and non-members alike, there is no cost to participate in the ab crunch training classes. Instead, as an Ab Crunch Challenge participant you will raise money for St. Jude, one of the premier centers for the research and treatment of pediatric cancer and other catastrophic childhood diseases, by recruiting friends, family members and co-workers to sponsor you in your effort.

"In addition to fulfilling your New Year's fitness resolutions and raising needed funds for the children of St. Jude, this is also your opportunity to be a part of history by creating a new Guinness World Record for the most abdominal crunches done in one hour by a group," explains Ladies Workout Express franchisee Tony Parziale of New Jersey, himself a Guinness Book of World Records holder for performing more than 4,000 sit-ups within a one hour time limit.

Nicknamed "Captain Crunch," Mr. Parziale began the Ab Crunch Challenge in 2006 as a small philanthropic event for members at Ladies Workout Express in Hamilton and Lawrenceville, N.J. On March 29 more than 250 Lady of America, Ladies Workout Express and Workout Express locations will participate in the fitness challenge. "I'm extremely proud to lead this national campaign to benefit a very worthy cause while educating women on the importance of strengthening their core as a first step to greater fitness," adds Parziale.

"St. Jude is an incredible research center where doctors and researchers are committed to saving the lives of children with cancer and other deadly diseases," says Beth Lucas of Malibu, C.A. whose son is a St. Jude patient. "Our family is forever grateful for the courageous people at St. Jude and all that they do. Ab Crunch Challenge participants will

be a part of a vital team supporting the hospital's life-saving work and ensuring that no child is ever turned away because of a family's inability to pay."

For more information about the Ab Crunch Challenge and to find a participating Lady of America, Ladies Workout Express or Workout Express location near you, visit www.ladyofamerica.com/abcrunch.

About St. Jude Children's Research Hospital

St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. Founded by the late entertainer Danny Thomas and based in Memphis, Tenn., St. Jude freely shares its discoveries with scientific and medical communities around the world. No family ever pays for treatments not covered by insurance, and families without insurance are never asked to pay. St. Jude is financially supported by ALSAC, its fundraising organization. For more information, please visit www.stjude.org.

About Lady of America Franchise Corporation

For over 20 years, Lady of America Franchise Corporation (LOAFC), franchisor of the Lady of America, Ladies Workout Express, Workout Express and Health Clubs of America fitness centers, has been an innovator in the constantly evolving business of women's fitness. LOAFC was established in 1984 with the goal of providing a dynamic and supportive environment to hundreds of thousands of women working on their fitness and lifestyle goals in a safe and comfortable setting while enjoying the company and support of other women. Today LOAFC is one of the largest chains of full-service women's fitness centers with over 450 franchises in operation across 45 states and nine countries.

Web site: www.ladyofamerica.com/abcrunch/ www.stjude.org/