

FOR IMMEDIATE RELEASE

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**LADY OF AMERICA CORPORATE HEADQUARTERS SHOCKS
FRANCHISE COMMUNITY BY OFFERING NEW MEMBERS
FITNESS STIMULUS PACKAGE**

Free Enrollment Offered for One Week at Fitness Centers Nationwide

FORT LAUDERDALE, FL, April 9, 2009 ---- Lady of America knows the importance of exercise during stressful times and has offered recession relief. From May 1 - May 7, Lady of America and LOA Fitness for Women locations nationwide will offer free enrollment. New members will not be asked to pay a sign-up fee and memberships are only \$15 per month with no long-term commitment. All are encouraged to visit www.ladyofamerica.com to find the nearest participating Lady of America club or call 800-833-5239 for more information.

"We're stepping out on a limb offering this kind of discount nationwide, however, just because the economy is out of shape doesn't mean Americans should be," said Gerry Weber, CEO of Lady of America Franchise Corporation.

Lady of America and LOA Fitness for Women clubs offer a complete workout experience to help members achieve their fitness goals. The women-focused centers were first in their competitive set to provide Zumba® classes to members, and strength and toning equipment designed specifically to fit women's smaller frames. Lady of America's full-service clubs also feature Pilates, Yoga and all level group fitness classes alongside amenities such as sauna, tanning, childcare, massage and personal training.

About Lady of America Franchise Corporation

For more than 25 years, Lady of America Franchise Corporation has been an innovator in the constantly evolving business of women's fitness. Lady of America was established in 1984 with the goal of providing a safe and rewarding environment to women working on their fitness and lifestyle goals while enjoying the company and support of other women. Today, they are the world's largest full-service chain of women's fitness centers with approximately 300 franchises in operation across 45 states and nine countries under the brands; Lady of America, LOA Fitness for Women, Ladies Workout Express, Workout Express and Health Clubs of America fitness centers.

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