

FOR IMMEDIATE RELEASE

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**Lady of America's Fun Ab Crunch Fitness Challenge Annual
Fundraiser
Raises More Than \$100,000 for St. Jude Children's Research Hospital
*In two years, the Ab Crunch Fitness Challenge raises more than \$325,000 towards \$1
million goal***

FORT LAUDERDALE, FL – June 16, 2009, Lady of America fitness centers – Lady of America, LOA Fitness for Women and Ladies Workout Express – recently presented proceeds from its second annual *Ab Crunch Challenge*[™] to St. Jude Children's Research Hospital[®]. Held in 78 cities around the country on March 28, 2009, the fun Ab Crunch Fitness Challenge raised \$110,000 for St. Jude. In two years, Lady of America, Ladies Workout Express and Workout Express locations across the country have raised more than \$325,000 for St. Jude, one of the world's premier pediatric cancer research centers.

“We are clearly on our way to our goal of raising \$1 million for St. Jude,” said Toni Negas, marketing director for Lady of America. “It is our honor to raise money for an organization that makes a real difference in the lives of catastrophically ill children worldwide while also working with one of the most respected charities in the world.”

“The *Ab Crunch Challenge*[™] is a wonderfully unique way to support the lifesaving work of St. Jude Children's Research Hospital,” said David L. McKee, chief operating officer and interim CEO of ALSAC, the fundraising organization of St. Jude. “Those who participate in this fun, annual fitness challenge each year inspire hope in our patients and help fund groundbreaking research and treatment that benefits children in communities everywhere.”

Open to both club members and non-members, there is no cost to participate in the annual *Ab Crunch Challenge*[™] or its pre-challenge exercise training classes. While training for the one-day fitness challenge, participants raise money for St. Jude by securing donations from friends, family and co-workers. More than 200 Lady of America and Ladies Workout Express clubs held the challenge this year, with approximately 1,500 members participating, and a per member crunch average of 2,500 ab crunches during the hour-long challenge (the maximum amount that can be properly performed in 60 minutes).

The *Ab Crunch Challenge*[™] has grown from a small philanthropic fundraiser, created by Tony Parziale, a Lady of America franchisee, for members at Ladies Workout Express in Hamilton and Lawrenceville, NJ, into the national program, which was launched in 2008.

The 2010 *Ab Crunch Challenge*[™] is slated for March 27th. Don't miss this fun, fitness challenge! For more information, 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. St. Jude is the first and only pediatric cancer center to be designated as a Comprehensive Cancer Center by the National Cancer Institute. Founded by the late entertainer Danny Thomas and based in Memphis, TN, St. Jude freely shares its discoveries with scientific and medical communities around the world. St. Jude is the only pediatric cancer research center where families never pay for treatment not covered by insurance. No child is ever denied treatment because of the family's inability to pay. St. Jude is financially supported by ALSAC, its fundraising organization.

About Lady of America

For more than 25 years, Lady of America Franchise Corporation (LOAFC) has been an innovator in the constantly evolving business of women's fitness. LOAFC 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, LOAFC is the world's largest full-service chain of women's fitness centers with over 300 franchises in operation across 45 states and nine countries under the brands; LOA Fitness for Women, Lady of America, Ladies Workout Express, Workout Express and Health Clubs of America fitness centers. www.ladyofamerica.com