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Lady of America's FitTEEN™ Program Promotes Summer Health and Exercise with Free Teen Workouts

This workout program enables teen girls to keep in shape with workout routines and stay healthy during the summer months.

Fort Lauderdale, Fla.—[MONTH] [DAY], 2009— To promote a summer health and exercise plan, Lady of America Franchise Corporation (LOAFC), the world's largest full-service chain of female-focused fitness centers, will again be offering teenage girls ages 13-19, the opportunity to work out for FREE at any participating Lady of America or Ladies Workout Express Center during the summer months. The FitTEEN™ workout program, now entering its sixth year, runs from June 1 through September 1, 2009.

FitTEEN™ was created by Lady of America to positively address the nationwide crisis of teenage obesity, and to encourage female teens to embrace a more active lifestyle with workout routines. According to the Center for Disease Control and Prevention (CDC), approximately 15% of the nation's youth are overweight or obese and over the past two decades, and the number of overweight teenagers has tripled.

"The program's goal is simple," says Toni Negas, Lady of America Franchise Corp. National Marketing Director. "Give teens a place in the summer where they can begin a health and exercise plan in a supportive, non-competitive environment, and help them to begin a long and healthy relationship with their overall health and self-confidence. It's not hard to make exercise a part of your everyday life when you start young."

Negas says that convenient access to fitness creates a makes it easier to prevent the types of diseases and disabilities caused by long-term obesity. Taking action early on can have a profound effect on increasing the quality of life in young adults. Additionally, teens unwilling to workout usually find it easier when they can be around others working on similar goals.

"My daughter has done Lady of America's FitTEEN™ program each summer for the past three years, said Darlene Stokes of Orange Park, Fla. "It has been a

TIPS FOR TEENS: GET FIT FOR LIFE

Does your teen want to get fit, but doesn't know where to start? Teens have unique issues when it comes to getting in shape and staying active. But starting young is the best way to create healthy habits that last a lifetime. Below are some top tips for teens to keep in mind when beginning a fitness plan:

1. **Don't be embarrassed.** So what if you can't run a mile? Who cares if you can barely complete a full push-up? You must start somewhere and no one begins at the level of a professional athlete. The important thing is to not let embarrassment prevent you from beginning an workout routine.
2. **Start small.** Nobody expects you to run 10 miles or bench-press 200lbs on your first day. You need to work up to these things. In fact, if you do too much too quickly you're likely to either burn out or seriously injure yourself. Set small, manageable daily or weekly goals, and chart your progress in a journal.
3. **Do both cardio and weights.** Many people do one or the other, but for faster results, you should do both cardio and weight training. If you're a girl, lifting weights will NOT make you 'bulk up' like a bodybuilder. In fact, weight training is crucial to help keep you healthy and strong.
4. **Don't overdo it. Muscles need time to repair.** Don't exercise the same group of muscles two days in a row, including abs. So while keeping a regular schedule is important, too much of a good thing is still too much.
5. **Find a buddy.** Things are easier when you've got someone to help you along the way. Team up with a friend and exercise together. Even when you can't find the time to workout together, you can still motivate each other to stick with it and stay active.

great way for her to meet new people, do workout routines and feel good about herself.”

For more information on FitTEEN™, please visit www.ladyofamerica.com. To participate in FitTEEN™, please bring along a parent or guardian for initial consent.

About Lady of America Franchise Corporation

For over 20 years, Lady of America Franchise Corporation (LOAFC), franchisor of the Lady of America, LOA Fitness for Women, 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 women’s fitness centers with over 300 franchises in operation across 45 states and nine countries.