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Lady of America Seeks Expansion As Women's Gyms Continue To Be Great Business Opportunities During Recession**Women fitness franchise helps develop workout routines for women to maintain healthy lifestyles**

Ft. Lauderdale, FL – March 19, 2009 – As many Americans are losing their jobs, they are seeking business opportunities during a recession and ways to own their own business and take advantage of the franchise deals that are becoming increasingly lucrative. Lady of America, who has been considered one of the best fitness franchises to own, has seen gym memberships stay strong as women's workout routines have increased. With investors seeking alternative methods to stock markets, gym franchises have become very popular.

Lady of America offers an alternative to investing in the spiraling stock market by working with investors on opening new locations. Business opportunities during the recession have not slowed down the company's efforts to expand locations and increase their member benefits. As many people look for lists of the best franchises to own, women's fitness facilities continue to be on the top.

"Our Country has been facing very hard times and Lady of America is trying to work with investors and create business opportunities during this recession. For us, providing our members and women with workout routines to help alleviate stress and anxiety continues to be a main focus for us," said Toni Negas of Lady of America.

About Lady of America

For more than 25 years Lady of America Franchise Corp. has been known as an innovator in the constantly evolving business of women's fitness. With more than 400 clubs worldwide, Lady of America is the second largest chain of women's fitness clubs. The clubs provide a dynamic and supportive environment to thousands of women who want to develop a workout routine along with fitness and lifestyle goals. LOA Fitness for Women clubs and Ladies Workout Express clubs are best at differentiating themselves from other fitness franchises in that both clubs offer specialized circuit training equipment in addition to other standard club amenities. Members have the opportunity to improve and maintain their fitness levels in a variety of ways while enjoying the company and support of other women.

Based in Fort Lauderdale, FL, the Lady of America brand includes LOA Fitness for Women, Lady of America, Ladies Workout Express, Workout Express and Health Clubs of America.

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