

**LADY OF AMERICA SHOCKS  
FRANCHISE COMMUNITY BY OFFERING NEW BUYING  
OPPORTUNITIES FOR A FITNESS FRANCHISE**

*The Leading Women's Gym Franchise Is Waving Fee's on all New Franchise Purchases  
– A \$30,000 Value*

**FORT LAUDERDALE, FL, September 3, 2009** ---- Celebrating its strong growth even during these hard economic times, Lady of America Franchise Corporation has created its own *Buyers Stimulus Package*.

In an effort to encourage continued franchise sales growth and recognizing that new franchise owners are having a more difficult time securing financing, the *Buyers Stimulus Package* waives the initial \$30,000 franchise fee. This opens many opportunities for people to buy a fitness franchise business with the help of a strong corporate office.

“People are going to buy, whether times are good or bad. We realize that it’s a challenge right now to secure financing, but we also recognize that the downturn in the economy has opened the doors to more qualified candidates who have business acumen, are sophisticated, educated and more technologically advanced than we have ever seen before,” said Gerry Weber, CEO of Lady of America Franchise Corporation. “We want to do our part in helping this new frontier of prospective franchise owners as they seek out new business opportunities.”

Though buying a franchise business is not recession-proof, franchising offers a relatively low-risk means of expansion. With more than 25 years of experience and expertise in franchising health and fitness centers across the globe, the Lady of America Franchise Corporation has a proven system that has guided and supported hundreds of franchisees to success since 1984.

Lady of America’s steady and strategic growth strategy includes expanding in existing markets while entering new cities across the country and worldwide to help direct the company’s future growth.

Lady of America and LOA Fitness for Women clubs offer opportunities to own a franchise in fitness while offering 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. LOA Fitness for Women’s full-service clubs also feature pilates, workout routines for women, yoga and all level group fitness classes alongside amenities such as sauna, tanning, childcare, massage and personal training.

All are encouraged to call 800.833.5239 or visit online at [www.loafitnessforwomen.com](http://www.loafitnessforwomen.com) for more information.

**[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. Each club helps women develop a workout routine to help achieve 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.