

FOR IMMEDIATE RELEASE

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YogaDirect/Charter Oak Yoga Becomes Preferred Yoga Supplier for Lady of America

Hartford, CT, May 20, 2009 --- YogaDirect.com, the largest direct importer and manufacturer of quality yoga equipment in the United States, announced earlier this week that they are teaming up with the Lady of America Franchise Corporation, one of the largest influences in women's fitness in North America. "We are very excited to be the preferred provider of yoga equipment to Lady of American Franchise Corporation, a leader in women's fitness. Securing this opportunity to work with a category leader demonstrates the level of service and quality of products that YogaDirect provides," says Sean O'Brien, National Sales Manager of YogaDirect.com.

Throughout this down economy, Yogadirect.com continues to experience steady growth. O'Brien believes this is because YogaDirect.com offers innovative products, unmatched customer service, and an overall commitment to our wholesale clients. Fitness buyers are looking to provide their clients with high quality products at reasonable prices, and more buyers are turning to YogaDirect.com. Teaming up with Lady of America, will allow YogaDirect to continue to provide the very best yoga products to business minded franchise owners.

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.

YogaDirect.com is the largest direct importer and manufacturer of quality yoga equipment in the United States. Since launching in 1999, YogaDirect has taken great pride in its' outstanding customer service, 100% satisfaction money back guarantee policy, low prices, and high quality.

For more information, please contact Emily Nichols at 1-800-331-8233 or visit www.YogaDirect.com.

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