

Press Contact:

Terry W. Browning
Body Training Systems
800.729.7837 ext 242
twb@thestep.com

FOR IMMEDIATE RELEASE

THE ALASKA CLUB, MVP SPORTS CLUBS JOIN ELITE AND PARTNER WITH BTS
Top Operators Seek Group Fitness Success to Grow Business

Atlanta, GA – June 12, 2008 – Body Training Systems® (BTS) is proud to announce recent agreements with The Alaska Club and MVP Sports Clubs to partner in supplying branded Group Fitness programs.

Both The Alaska Club and MVP Sports Clubs are recognized as being the top operator in their markets based on service, commitment to quality, facility design and staff. Each group has committed to running BTS' full group fitness system and becoming BTS Platinum Elite.

Rich Boggs, BTS CEO, said, "We are thrilled to have such well-respected operators choose our team and group fitness system. We are looking forward to really impacting sales, retention and profitability for these already successful organizations."

The Alaska Club operates 17 premier health and fitness clubs in the state of Alaska. Robert Brewster, CEO of The Alaska Club, commented that, "We are planning for strong expansion and see BTS being a valuable relationship that will assist us at being the best we can be." Debbie Cedeno, VP Sales & Marketing, added, "We are heavily grounded in systems to run our business and BTS' system fit in well with ours. Their solution to retention was a key."

MVP Sports Clubs, which owns and operates seven state-of-the-art fitness and sports facilities in Orlando and Michigan, chose BTS because of the strong system and support offered. MVP Sports Clubs VP of Operations Michael Kigin stated, "Rich's team of 70 people and 30 years industry experience was a key factor for us. We feel our shared philosophies of focusing completely on creating a world-class customer experience are perfectly paired. We are confident that our partnership will greatly enhance our group fitness experience and positively impact retention."

BTS President, Terry W. Browning, added, "Our business ideal is to partner and work with operators that are committed to quality and service to the highest degree. The relationship with management that is developed, which requires trust and respect, was established with both The Alaska Club and MVP Sports Clubs from day one. We have been extremely impressed with both of their management teams and we are honored and excited to begin a long and successful relationship with each."

About BTS

BTS, a division of The STEP Company®, provides systems to improve clubs' profitability. BTS' Branded Group Fitness system includes comprehensive management, programming, training and marketing resources. BTS' newest product introduction is Retention Software developed by The Retention People. BTS launched The STEP® worldwide in 1989. For more information, call 800-729-7837 or visit www.bodytrainingsystems.com.

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If you'd like more information about this topic, or to schedule an interview, please call Terry Browning at 800.729.7837 ext 242 or email twb@thestep.com.