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FOR IMMEDIATE RELEASE

OVER 150 CLUBS MAKE MOVE FROM GOOD TO GREAT AT BTS SUMMIT!

Instructors Excited To Bring Members Newest Programs

Atlanta, GA – September 7, 2008 – Body Training Systems® (BTS) held its three-day convention at the Connecticut Convention Center in Harford, CT, August 21-23. Over 400 owners, managers and instructors, from just over 150 clubs, engaged in the three days of events that enhanced their knowledge, motivation and commitment to the industry.

The BTS Summit included the Business of BTS Management Seminar and three additional sessions that focused on retention, REX Roundtables for Executives and best practices for owners and managers, and BTS Intensive workshops and the BTS Super for instructors.

Mike Silva, owner of The Edge, commented that, “These Summits are the most valuable events I have been to in years. BTS’ understanding of the industry and the factors we face as operators, coupled with their solutions – easily makes them my most valuable business relationship. The four management sessions gave us so many great things to work on to get better. Plus, my instructor team came back fired-up beyond belief, committed more to our members than every before!”

Terry W. Browning, BTS President, explains, “We invest an incredible amount of time and energy to ensure The BTS Summit brings tremendous value to our customers. It’s all about them and how we can help them succeed in a very tough, competitive market. We are extremely proud of what the clubs are doing with our system to be great operators. Once again, our Best Practice session, which consists of presentations by owners and managers, was so impressive as they shared what they do, day in and day out.”

In the BTS Super, which is the exercise blowout of the BTS Summit, all attendees got to *MOVE* and experience the newest releases, Fall 08, for each program. The clubs and instructors will launch the Fall 08 releases to their members and communities this October.

Kimberly McCormick, an Instructor from the Thoreau Club exclaimed, “The presenters were great - professional, friendly and encouraging! Energy in the room was powerful and the lights and staging added to the mood. Overall an amazing performance.”

“The programs are awesome!!! I cannot wait to launch the Fall 08 series. We’re already plotting and planning to bring the energy of the BTS Summit to our launch,” added In Shape Instructor Lynn Camera.

Rich Boggs, BTS CEO and Chief Cheerleader, commented that, “We were extremely thrilled to see the response from owners and managers to Clark Wigley’s presentation on the benefits of joining the REX Roundtables for Executives as we believe these roundtables are key for clubs to become great. Also, the interest to our newest product introduction due out in the fall, The Retention People’s software, was over the top! Retention is the Achilles’ heel of our industry and we are hard at work to provide a complete solution – how to identify and track those members that are at ‘high risk’ of drop-out and then how to service them.”

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, to schedule an interview or to receive photos, please contact Terry Browning at 800.729.7837 ext 242 or email twb@thestep.com