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MY GYM CHILDREN'S FITNESS CENTERS ANNOUNCES GROWTH FOR 2005

Los Angeles, CA (February 15, 2005) – My Gym, the fitness centers specially designed for tots and kids, has struck such a resounding chord with parents who want to fend off the trend toward childhood obesity that it is opening another 30 gyms in the next 12 months.

My Gym is now 140 gyms strong in 30 states and in Asia. Kids love the fun class workouts, and parents love that attending the gym regularly in a social setting reinforces the fun and healthfulness of routine exercise. The gyms have parent/child classes for babies as young as 3 months old and fitness and gymnastics classes for kids up to 13 years old. The 30 new gyms include new states Washington, South Carolina and Hawaii. Abroad, gyms will open in France and New Zealand this year. The first openings in 2005 will be in New York, Tennessee, California and Arizona.



“Parents are telling us daily that they are so grateful for the opportunity to instill the value of fitness at a young age for their children,” said Matt Hendison, executive vice president marketing & entertainment. “We feel like we’re doing our part to chip away at the obesity problem for youth in America. By the time they get to grade school and have physical education classes, our members have had lots of exposure to fitness, and we think they will choose activity rather than the couch. And most importantly, they learn that fitness is fun and social at My Gym.”

To kick off 2005, My Gym announced its first monthly My Gym Fit & Fun Contest, a new program aimed at educating children about healthy exercise and eating habits. Parents and kids can enter at the My Gym website (www.my-gym.com/kidscontest).

Each month, through in-store announcements and promotional materials in the 140 My

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www.my-gym.com**



Gym locations nationwide, My Gym kids will be encouraged to visit the My Gym contest page and answer the month's question (i.e. which of these snacks is NOT a healthy choice?" Bananas, Grapes, Carrots, Hot Fudge Sundae). Once they register and answer the question, they will become eligible to win a My Gym prize pack including My Gym apparel, gifts and other fun stuff including backpacks, Frisbees, beach balls and more. At the end of each month, one entry will be randomly selected and chosen as the winner. Children do not need to answer the question correctly to become eligible. In January, 200 families entered the contest, and the winner was Allison Centineo of Frederick, MD.

My Gym's goal is to inspire children to learn healthy facts and tidbits that will inspire them throughout life. That way, although not every child can "win" the monthly contest, they will all be "winners" at leading a healthy lifestyle.

My Gym's wide variety of physical early learning/pre-gymnastics classes, birthday parties and camps offer children an outlet for fun and fitness in a controlled and safe environment with state-of-the-art facilities and highly-qualified professionals. My Gym is recognized as a leading franchise in



Entrepreneur Magazine's 2005 "Franchise 500" and "America's Top Global Franchise" list. More than 30 gyms are scheduled to open in the next 12 months domestically and abroad. For more information about My Gym Children's Fitness Centers please visit www.my-gym.com.

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