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For One Family Business Success Is Measured 3,665,717 Children At A Time

Making Fitness Fun For Kids Also Makes Good Business Sense

Los Angeles, November 5, 2005 -- What does a successful business sound like? For Ford Motors it sounds like the thunderous din of metal scraping metal. For Microsoft Corporation it sounds like the whirring and pinging of computers. But for Los Angeles based, family owned, My Gym Enterprises, success sounds like the singing, clapping, and laughter of 3,665,717 children a year. That huge number represents the total amount of visits by kids that their My Gym Children's Fitness Centers achieved in 2005.

Impressive number, right? Well here are some more:

- Since its 1983 origin as two small gyms in Van Nuys, California, My Gym Children's Fitness Center has grown to over 150 locations worldwide in 2005.
- Projections are that there will be over 210 gyms in 2007.
- In addition to the more than 45,000 children enrolled in My Gym's custom-designed, award-winning fitness programs, they host over 720,000 guests at 36,000 birthday parties a year (that's a lot of candles!)

With that kind of volume one would expect the business to be operated by a bevy of Harvard and Stanford MBAs, but one would be wrong. My Gym Enterprises is, and has always been, a family owned, and family operated business. Its origin and subsequent growth is a true business success story that embodies the American Dream. It is a tale of the close-knit Bertisch family and their closest friends and allies, all of whom are dedicated to making a difference in the lives of children.

My Gym Children's Fitness Center was created in 1983 by William Caplin and Yakov & Susi Sherman, who opened their first two My Gyms in Santa Monica and Van Nuys, California. Utilizing their experience in the fields of sports, dance,



The Bertisch Family

early childhood physical development, kinesiology and gymnastics, these visionaries developed a program and facility where children actively participate in a variety of structured, weekly physical education classes to gain social skills

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and self-esteem. The concept experienced such great response that within six years, they opened three additional facilities in the Southern California area - Beverly Hills, Thousand Oaks and Woodland Hills.

In 1989, Cory Bertisch and Monique Vranesh, then recent graduates of the University of California at Santa Barbara, purchased the My Gym location in Van Nuys and because of their hard work and talent, experienced comparable success. From 1989 to 1994, Bertisch and Vranesh, together with the original My Gym founders, refined the My Gym programming, the specialized child fitness equipment, and their systems of operation and witnessed the popularity of their gyms explode.

In 1995, with their concept ready for duplication, the partners seized the opportunity for expansion by establishing My Gym Enterprises (MGE), the company responsible for franchising My Gym Children's Fitness Center worldwide. To ensure the future success of this franchise business opportunity, the MGE founding team developed a detailed, comprehensive franchise package including extensive training and support systems, the quality of which is unparalleled in the child fitness industry.

In order to spur and manage their growth, Cory Bertisch, now CEO, turned to his family and friends. For Bertisch that was the only way to go because, according to him, "My Gym is a 'family' affair. And mine is a family who cherishes the gift of being together." Luckily, his family also has the skills and talent to run a successful company.

On any given day, if you stroll down the halls of My Gym Enterprises' corporate office in L.A. you'll likely find all three of the Bertisch brothers hard at work. Cory Bertisch and his brother,



Left to right: Jamie, Randy, Cory Bertisch

Jamie Bertisch (CFO), will most likely be heard making international conference calls sealing deals in new markets.

Meanwhile, Randy Bertisch, the third brother, who survived what doctors called a certain fatal car accident 15 years ago, will be presiding over a Challenged America Foundation meeting, the nonprofit arm of My Gym he founded to help physically challenged children attain an improved quality of life. A young and promising actor at the time of his accident and resultant coma, Randy turned his personal tragedy into a positive force with the foundation.



Proud mama, Donna Bertisch will likely be there, as well. If she's not proofreading new programming materials, she's likely keeping an eye on her three grandchildren who may be visiting the office. "I am extremely grateful for the opportunity to work side-by-side with my sons and very

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proud that they have chosen to dedicate themselves to something so positive,” said Donna Bertisch. “I see the My Gym program as a gift to each youngster who enters a My Gym anywhere in the world.”

You’ll also find Cory’s ex-wife Monique Vranesh, executive vice president and one of the pioneers of My Gym, prepping franchise packages. Meanwhile Jamie’s childhood friend Steve Jolton, a vice president, is working on website development or grand openings; and Cory’s best childhood friend Matt Hendison, executive vice president of marketing & entertainment, is busy marketing and promoting My Gym from the company’s Boston office.

“When we were 11 years old, we’d dream about basketball and play extremely competitively with each other--who would have known we’d end up working together?” said Hendison, reflecting on the forces that brought them together at My Gym. “The only breaks we ever took were for snacks that Donna brought, which of course were always cantaloupe wedges and granola bars... never candy,” he says with a laugh.

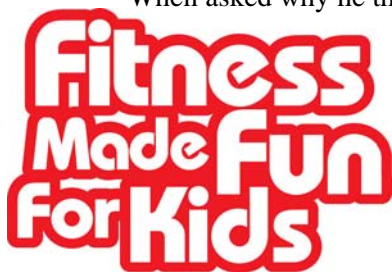
It’s really no wonder that the Bertisch boys are so successful. Both Donna and their late father, Gary, taught them that athletics builds self-esteem and develops natural leadership. Gary taught his sons that successful businesses place loyal and talented people in key positions, paint the future and keep the vision alive, and leaders don’t make excuses.

It may sound too “feel good” to be true, but it doesn’t stop there. In addition to the immediate family at the corporate offices, the owners of My Gym treat their franchisees as an extended family. That’s why besides being an essential learning event, their 3-week franchisee training sessions are conducted in a wonderful, unmistakable family atmosphere. The love and passion that the founders and Bertischs have for children is palpable, and attracts well-trained educators, athletic instructors, and parents to their side. Even celebrities, who could hire a personal trainer for their tots, have been known to sign up as paying members, such as skater Scott Hamilton and his wife Tracie, who attend a California gym with young son Aidan.

The business and its growth has made others sit up and take notice: MGE was recognized as a leading franchise and #1 in its children’s fitness category in Entrepreneur Magazine’s 2005 “Franchise 500” and “America’s Top Global Franchise” list.

Since 1995, MGE has opened over 140 additional new child fitness centers in more than 30 states throughout the country. In October of 2001, My Gym went international with its new franchise in South Korea. This location was the first in an area development agreement which will eventually lead to a total of 8 top franchise locations in that area. Subsequently, MGE has successfully opened international locations in Hong Kong, Singapore and France and will open in New Zealand and Ireland in 2005. Future international sites will also include Australia, Canada, Mexico and Puerto Rico.

When asked why he thinks they’ve been so successful, Cory Bertisch replied, “We believe and there is so much evidence that a child’s physical health is as important as their educational and emotional well-being. All three go hand in hand for helping create better members of society and happier people.” Apparently many parents agree with him.



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The business is now on solid ground and MGE is looking to the future. As a franchise, it has the strength of local ownership and operations. It has solid marketing partners with household brands such as Huggies®, Nick, Jr.®, Mykidstunes.com® and Jamarama (a grass roots music festival sponsored, in part, by Noggin®.) And with increased attention from the government and health groups on the battle against childhood obesity, MGE is positioned perfectly for increased growth. And the Bertisch family is set to lead it.

“Now that we have nailed the franchise system down and have had positive cash flow for 5 years, we can focus on building the brand and expanding into new markets and new product areas,” said Jamie Bertisch.

With that in mind, the company is introducing a new line of home exercise equipment, music and entertainment through its gyms and a new online store; will add more international markets; will add videos, other lines of entertainment, interactive books, CDs and DVDs designed to entertain children and help them think about health and moving; will introduce a line of healthy snacks and foods; plus even a line of children’s furniture.

“We’re constantly looking to innovate, and constantly developing ideas for good things for kids,” said Jamie Bertisch. “This company has only just begun.”

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