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NEWS RELEASE

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MY GYM FITNESS CENTERS EXPANDS INTO CHILDREN'S FURNITURE WITH LAUNCH OF *MY ROOM BY MY GYM*

In Addition To It s Unparalleled Leadership In Children's Fitness And
Health, MY GYM Dedicates Itself To Products And Services
That Address The Whole Child

FOR IMMEDIATE RELEASE:

LOS ANGELES, CA (September 7, 2006) – MY GYM FITNESS CENTERS – the #1-ranking fitness center destination for children with 160 locations nationwide – has expanded into the area of children's furniture with the launch of *MY ROOM by MY GYM*, it was announced by Matt Hendison, executive VP, Marketing and Entertainment.

MY GYM will introduce *MY ROOM by MY GYM* via prestigious retailers nationwide, as well as online from the company's official website (www.my-gym.com) and catalogue purchases available from participating MY GYM locations.

MY ROOM by MY GYM furniture is built specifically for children with proper scale, safety and functionality in mind, yet designed in classic styles and subdued color hues. All of the furniture in the *MY ROOM by MY GYM* line is built from solid mahogany wood, with hand-applied finishes, and incorporates high-quality, safe and visually appealing hardware. For example, the toy box hardware only uses safety hinges endorsed by the Consumer Product Safety Commission (CPSC), which allow a small child to easily lift the lid, and will never slam shut in order to protect small fingers.

MY ROOM by MY GYM launches with thirteen furniture selections offered in *three* finishes, Chocolate, which shows the beauty and grain of the fine mahogany, Vanilla which is a soft antique white and Marshmallow which is white-white. The line will soon expand to include custom colors, to be accompanied by a color chart on the MY GYM website. In addition, the line will soon add more items, including a desk, vanity, and trundle beds as well as *a* baby nursery collection.

(more)

The furniture industry executives who were chosen to create **MY ROOM by MY GYM** are Trevor Webb and Anne Gogstad who began designing and manufacturing furniture in 1990 for companies such as Restoration Hardware, Williams Sonoma, Crate and Barrel and Nieman Marcus. As parents of small children themselves, Webb and Gogstad discovered a children's furniture market in need of high quality, well designed furniture that would be appreciated as much by parents as by their children. Working together with the #1 children's fitness company that is enjoyed by their children was destined to be a perfect fit.

Said Cory Bertisch, CEO of MY GYM Enterprises: "Since our establishment more than two decades ago, MY GYM's unique formula of fitness and fun has been embraced by millions of families nationwide. Through MY GYM, we are fully committed to providing the ultimate in expert-created fitness and health programs for children of all ages, and with the launch of **MY ROOM by MY GYM** we begin to expand our focus to a number of important areas of children's lives and well-being."

"We are extremely thrilled to work with MY GYM as we join together for the launch of this extraordinary new line of high quality furniture designed and manufactured expressly for children. Today's child's room has become a sanctuary where they feel nurtured and peaceful, surrounded with beauty and warmth. The timeless designs and quality craftsmanship of **MY ROOM by MY GYM** furniture makes each piece a beautiful addition to the home that will last for generations," said Trevor Webb, chief designer for **MY ROOM by MY GYM**.

Established in 1983, **MY GYM** is the #1-ranking fitness center destination for children with 160 locations worldwide. More than 30 additional locations are planned to open worldwide in next 12 months. For more than two decades, **MY GYM** has combined innovative, early physical education/pre-gymnastics classes with state-of-the-art facilities to empower children - ages 3 months through 13 years - by helping them acquire the skills, confidence and positive self-image needed to become healthy young adults. My Gym's award winning, structured, noncompetitive and age-appropriate classes enhance children's overall physical development through games, music, exercise, sports, gymnastics, puppets, special rides and fun! The children gain strength, balance, coordination, fine and gross motor proficiency, agility, flexibility and social skills.

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