



## MEDIA ADVISORY

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### Precision Fitness Exhibiting at IDEA World Fitness Convention

*Affordable Fitness Franchise Ideal for Personal Trainers Seeking Long Term Business Growth*

<b>WHAT</b>	<p>Precision Fitness, a fitness business model focused on affordable personal training, will be exhibiting at this year’s IDEA World Fitness Convention. Founder and fitness entrepreneur Mike Salerno will be on-hand to help visitors look at business benefits of owning a personal fitness franchise, designed especially for trainers and fitness enthusiasts to build and grow business beyond the limits of high-priced private training. Franchisees can take advantage of as much or as little of the training and certification offered, achieving fitness business success offering private training as low as \$18 per session.</p> <p>Proven as a fitness business concept for more than 12 years, Precision Fitness represents the new wave in private training, eliminating inherent drawbacks to servicing an elite clientele. Trainers can be more profitable, achieve more results for more people and still offer the lowest per session rate – concepts that strongly support IDEA World’s theme of inspiration toward reaching new levels of success with fitness and fitness business.</p> <p>Visit Precision Fitness in Booth #1126 to speak with its founder, answer your questions about franchise ownership and view a short but informative video about the company, its culture and its unique position in the fitness industry.</p>
<b>WHEN</b>	July 8-11, 2008
<b>WHERE</b>	IDEA World Fitness Convention Booth # 1126 Las Vegas Convention Center, Las Vegas, NV
<b>WHO</b>	<p><b>About Precision Fitness</b></p> <p>Based on proven systems and business operations, Precision Fitness eliminates the high costs traditionally associated with personal training and offers the structure and experience of an established fitness enterprise. Developed by fitness entrepreneur Mike Salerno and taking the lead as the new wave in fitness options, Precision Fitness creates individualized programs that combine the science of good health with personal attention and affordability. Gym users can achieve a new level of fitness based on the one-on-one attention of a private gym, and gym owners can achieve greater professional success and satisfaction in their own fitness business goals.</p> <p>Gyms are currently open in Anaheim Hills, Redondo Beach, Riverside and Cerritos; franchises are opening soon in locations throughout Los Angeles, Orange and San Diego counties. Call (714) 906-7178 or visit <a href="http://www.pfitness.net">www.pfitness.net</a> for more information.</p>