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**Editorial Contact:**

Sylvia Chansler or Jackie Zerbst  
MPowered Public Relations  
714.998.3448  
[pr@mpoweredpr.com](mailto:pr@mpoweredpr.com)

**Franchise Contact:**

Mike Salerno  
Precision Fitness  
714.906.7178  
[corporate@pfitness.net](mailto:corporate@pfitness.net)

## PRECISION FITNESS CONTINUES MOMENTUM WITH TWO NEW ORANGE COUNTY GYMS

*Affordable Private Fitness Training Comes to Newport Beach and Placentia in August*

**ANAHEIM**, Calif., July 29, 2008 – Precision Fitness ([www.pfitness.net](http://www.pfitness.net)), a fitness business model focused on affordable personal training, today announced gyms opening in Newport Beach and Placentia, expanding the company's Orange County presence. Launched as a franchise early this year, Precision Fitness has seen solid growth throughout Orange and Los Angeles counties; Newport Beach will open August 15<sup>th</sup> and Placentia will follow on August 20<sup>th</sup>.

Precision Fitness combines weight training, cardiovascular exercise and nutrition into individualized programs like many private fitness environments, but differs significantly by offering private fitness training for as low as \$18 per session. Designed for those generally interested in the fitness business or for experienced personal trainers seeking a significantly brighter professional outlook, Precision Fitness' proven system of operation provides the support and structure required for franchisers to build their own fitness enterprise.

"Orange County is our home base and a great place to expand the availability of affordable personal training," said fitness entrepreneur Mike Salerno, founder and creator of Precision Fitness. "People are really searching for health and fitness options that work for the long run, and are affordable enough to become a real part of their lives. Circuit training has gained popularity because of that – but it just doesn't work for long-term fitness and weight management. Fitness training is a better alternative, and we've found a way to make private workouts and customized programs work for the 'regular people' of the world. It's really a new wave in fitness options and one that has great impact in terms of long-term health, fitness and weight management."

Precision Fitness Cerritos location opened recently and the company has gyms pending opening in Buena Park, Tustin, Torrance, Oceanside and Temecula, Calif., as well as locations in Flagstaff, Arizona and Margate, Florida. All are in various stages of financing, location selection and gym development. The Cerritos location opened with 75 percent of its minimum clientele in place and reached its fully projected minimum clientele within its first 90 days in business.

The company's business formula takes into account the varying levels of fitness expertise that franchisers bring to the table and encourages franchisers to build systems, knowledge and fitness expertise by taking advantage of as much or as little of the training and certification offered as part of the Precision Fitness franchise agreement.

Precision Fitness also offers franchise financing, and franchisees are not required to provide large sums of cash or even have home ownership to get started. Although costs vary slightly by location, the franchise fee is \$25,000 and gyms can be up and running with total costs in the \$60,000 to \$70,000 range, including up to \$5,000 in grand opening advertising and marketing expenses.

For more franchise details including costs or to request a franchise package, visit Precision Fitness' franchise pages at [http://www.pfitness.net/PF\\_Franchise\\_Opportunities.html](http://www.pfitness.net/PF_Franchise_Opportunities.html).

### **About Precision Fitness**

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.

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 [www.pfitness.net](http://www.pfitness.net) for more information.