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Press Release

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FOR IMMEDIATE RELEASE
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**WORLD GYM ENDORSES SUPPLEMENT RX
AS THEIR NEW SUPPLEMENT VENDOR!**

World Gym is proud to announce Supplement Rx as their new supplement vendor. With over 200 gyms worldwide, World Gym is offering the Supplement Rx platform to provide the complete fitness and nutrition solution to all their members.

"We are very excited to bring Supplement Rx on board as one of our recommended vendors" said Bill Windscheif, Vice President of Gym Development for World Gym. "We feel that Supplement Rx offers the quality products and services that our franchisees and their members have come to expect from World Gym. The Supplement Rx program will help our gym owners bridge the gap between fitness and nutrition."

Supplement Rx not only offers an exclusive fitness line sold only through authorized gyms, clubs, and fitness centers, but

~ MORE ~

the products are truly elite. Manufactured in FDA, GMP registered labs, Supplement Rx products are offered online and/or through the traditional retail outlet inside the gyms. Plus the optional Barbell Café is a great way to introduce your juice bar clients to the Supplement Rx line.

Backed by 20 years of industry experience, Supplement Rx is one of the fastest growing nutritional companies with hundreds of accounts in the fitness and healthcare industry and they are constantly seeking new innovations.

Not only does Supplement Rx offer a great line of fitness-exclusive products for World Gym and their members, but they are pleased to be able to offer a unique platform of online meal tracking and journaling software to help personal trainers and the clients communicate and reach goals. This Software created by GymToolz has been powering clubs to better bottom lines for years.

GymToolz adds immediate value for your entire member base with its industry best meal journal and nutrition templates. This program turns twice-a-week training sessions into daily collaboration with trainer and club. Trainers benefit from a web-based system that lets you manage your clients anywhere!

This agreement was finalized on September 22, 2010 and World Gym Franchisees can now utilize the great benefits of the Supplement Rx program at their discretion.

To find out more about the Supplement Rx program or products, contact us today either by phone 801-352-0178 or email

traciel@supplementrx.com

We would be happy to present the full scope of our program to you and show you how you too can increase your profits and boost your success.

ABOUT WORLD GYM

The iconic World Gym (www.worldgym.com) brand was founded in 1976 by Joe Gold during the glory days of Muscle Beach in Venice, CA. Since that time, World Gym has evolved into an internationally recognized brand.

World Gym currently has over 200 franchisees worldwide.

Locations are currently in 36 states, Canada, Mexico, Central & South America, Africa, Russia, Asia, Australia, Scandinavia and in the UAE. Plans include further expansion of the global gym network and the opening of strategically located flagship gyms.