FOR IMMEDIATE RELEASE

NEW BODYWEB CLASS BY CRUNCH TAKES FITNESS ANYWHERE’S TRX SUSPENSION TRAINER™ FROM NAVY SEAL TEAMS TO THE MASSES

Popular Class Rolls Out Nationwide Using Versatile TRX® Suspension Trainer® For a Radically Different, Challenging and Completely Functional Workout Routine

SAN FRANCISCO, February 11, 2008 – Fitness Anywhere Inc., pioneers of Suspension Training™ have collaborated with group exercise innovators at Crunch to deliver BodyWeb - their latest attraction for members seeking fun, new, challenging workout routines that will keep them coming back for more. The one-hour class offering is made possible via the TRX® Suspension Trainer®, a simple yet genius fitness tool created by Randy Hetrick, CEO of Fitness Anywhere and former Navy SEAL. Initially acting as a solution of necessity for Hetrick and his team to maintain peak physical readiness in the field, TRX® has evolved into the ideal training tool for Crunch instructors to guide participants through Suspension Training™ movements to deliver a whole-body muscle-sculpting workout.

Working with the TRX commands a heightened mind-body connection leading to increased awareness of coordination and postural balance. The unique design and training principles at work with the TRX allows users to self-adjust the amount of resistance by making small changes in foot, hand or body position; this capability empowers participants to continue with the BodyWeb program, even when fatigue sets in – making BodyWeb a class suitable for people of all fitness levels. This versatility makes TRX attractive to so many users, from elite athletes in every major sports league, all branches of the military, fitness enthusiasts at all levels, and even kids.

"Crunch is known for its innovative and unique programming and the BodyWeb class with TRX is no exception," said Donna Cyrus, Senior Vice President of Programming for Crunch. "We see Suspension Training as one of the biggest trends in fitness right now as members are looking for new ways to challenge themselves during their workouts. The TRX system fills a dual purpose within our clubs where it is used by personal trainers as well as in a group fitness setting."

"BodyWeb is the first TRX-based class of its kind and working with Crunch, the industry leader in group exercise, is exciting and speaks to the user-friendliness of TRX," said Susane Pata, Manager of Programs and Education for Fitness Anywhere. "The routine is set to music and begins with a warm up, then intelligently flows from standing to floor exercises in order to hit the entire body with truly functional movements that build strength, endurance and core stability and is safe and effective for anyone."

BodyWeb Group-Ex with TRX®
Page Two
The TRX® is a system of adjustable straps made from soft industrial strength nylon webbing that is non-elastic. Users leverage gravity and their own bodyweight to create the desired amount of resistance in any exercise. As users improve their strength-to-weight ratio they can change their body position to make the movements more challenging.

The complete line of TRX® products, fitness guides and accessories can be purchased directly from Fitness Anywhere, Inc. online at www.fitnessanywhere.com. For more information on TRX® Suspension Training Courses, volume pricing or web affiliate distribution opportunities, call the company at (888) 878-5348 or email info@fitnessanywhere.com.

Fitness Anywhere, Inc produces and sells Suspension Training® equipment and programs to trainers, athletes, the military and active individuals. The TRX® Suspension Trainer® is the original bodyweight-based, performance training tool that delivers a high-quality, total-body functional workout, yet is completely portable and can be used almost anywhere. The TRX® is currently being used by teams in the NFL, NBA, MLB, NHL and the NCAA, by every branch of the US military and by top training centers across the US.

Crunch Fitness is a health club chain that leads the industry in fusing fitness and entertainment. Headquartered in New York City, Crunch Fitness serves over 100,000 members in New York, Miami, San Francisco, Los Angeles, Chicago, and Atlanta. Renowned for its one-of-a-kind group fitness classes and unique programming, Crunch is more than a gym. It is a fitness community for all types of people, with all types of goals, exercising all different ways; working it out at the same place together.

# # #