

www.anytimefitness.com



2010 MEDIA KIT



“I am very happy to be partnering with a great company like Anytime Fitness. Their commitment to encouraging people to lead a healthy life and helping to showcase the benefits of physical fitness is something I am excited to be a part of.”

Joe Mauer
MVP and Anytime Fitness Member



- More than 1,200 clubs now open
- More than 2,000 franchise territories sold
- Clubs now open in 48 states, Canada, Australia, New Zealand, Mexico, and India
- COMING SOON to the United Kingdom, Netherlands, Asia — and beyond.

Going Global

Anytime Fitness is also Any *where* Fitness



1,200 clubs is just the beginning!

With more than 1,200 clubs now open worldwide, Anytime Fitness is the #1 co-ed fitness club chain on the planet. But we're just getting started. Anytime Fitness' aggressive expansion plans will soon lead to new clubs all over the globe. In fact, Anytime Fitness opened more clubs last year than any other fitness club chain in the world.

Bucking trends in the economy

While other businesses are struggling, Anytime Fitness is thriving. Most franchise business owners drive themselves to an early grave, working 60 or 80 hours a week. Anytime Fitness is just the opposite. Our business model is designed to allow our franchisees to work more normal hours and spend the rest of their time doing what's really important – enjoyi.ng their families and their personal passions.

Fitness Matters

Now, more than ever, the fitness industry is poised to make a positive impact in people's lives. Health care costs are out of control and obesity is the #1 cause of health problems worldwide. Anytime Fitness provides our 800,000 members with convenient (24-hour) and affordable fitness options. Exercise IS medicine...and Anytime Fitness is the answer to a wide variety of health-related issues.

Seamless global reciprocity

One of the super cool things about Anytime Fitness is our "Anywhere Club Access" policy. What it means is: If you join one Anytime Fitness club, then you can use any other Anytime Fitness club at no additional charge. Think about how amazing that is. Near your home, your work, where you shop, while you're traveling on business or on vacation – Anytime Fitness is also Anywhere Fitness.



At home in Hastings:

Anytime Fitness Corporate Center

Located a short distance from the Twin Cities of Minneapolis/St. Paul, the Anytime Fitness corporate headquarters feature a club-sized showroom and state-of-the-art conference facilities, allowing franchisees to get the most from their training sessions and business meetings. The Anytime Fitness headquarters are also home to three affiliated companies: Franchise Real Estate, Franchise Financial, and Healthy Contributions.

Fast Facts

Accolades:

- The International Health, Racquet and Sportsclub Association's annual IHRSA Global 25, published in the July 2009 issue of *Club Business International*, found Anytime Fitness added 369 units in 2008 – more than any other club company in the industry.
- The *Minneapolis St. Paul Business Journal* named Anytime Fitness #1 on its "Fast 50" list of the Fastest Growing Companies in Minnesota for 2008, based on a two-year revenue growth rate of 348%.
- In its 2010 Franchise 500® rankings, Entrepreneur magazine awarded Anytime Fitness the following:
 - Franchise 500 Rank - #43 (up from #47 in 2009)
 - Fastest-Growing Franchises - #12
 - Top Global Franchises - #37 (up from #41 in 2009)
- USA Today and The National Minority Franchising Initiative named Anytime Fitness among the "Top 50 franchises for minorities" (November, 2009 & 2008).
- Honored as a "Military Friendly Franchise" by GI-Jobs
- MoneySense named Anytime Fitness #6 on its list of Top 10 Global Franchises Under \$50k
- For the 4th year in a row, Franchise Business Review honored Anytime Fitness with its top rating and an "FBR 50 Franchisee Satisfaction Award."

Media Contact:

mark.daly@anytimefitness.com

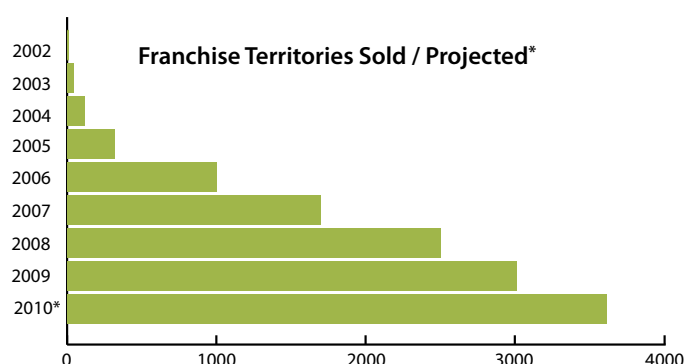
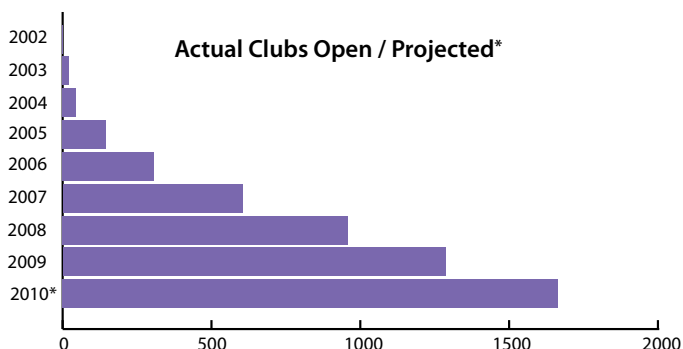
651-438-5008 | 800-704-5004, ext. 5008

Watch us grow:

- 1,584% growth rate (2004 – 2009).
- A new club opens every business day.
- A new member joins every 3 minutes.

Items of interest:

- Anytime Fitness is the first and only co-ed fitness franchise in the world with more than 1,200 clubs.
- Anytime Fitness clubs are now open in 48 states, Canada, Australia, New Zealand, Mexico, and India.
- By the end of 2010, Anytime Fitness expects to have territories sold in Europe, Asia, The Middle East, and beyond.
- 56% of Anytime Fitness franchisees own multiple clubs or franchise territories.
- The *Anytime Fitness Express* model is designed for clubs with under 2,500 square feet and a market size typically less than 5,000 people. This is an ideal offering for rural markets or as a complement to a full-sized club in an existing territory.





Anytime Fitness
VIDEOS

Watch Member
Success Stories

Watch Franchise
Opportunity
Clips

In the Beginning

What do people really want from a health club? That's the key question Anytime Fitness co-founders Chuck Runyon and Dave Mortensen asked themselves eight years ago. The answer was relatively simple. When you boil it all down, people want a convenient and affordable place to go – with quality exercise equipment and a friendly atmosphere – where they can “get in, work out and get on with their lives.”

Thus was born the Anytime Fitness franchise – an alternative to over-sized and over-priced health clubs, providing a viable business model for independent franchisees and affordable fitness options for hundreds of thousands of members nationwide. The first Anytime Fitness club opened its doors in Cambridge, MN in 2002.

America's #1 Fitness Club Franchise

Anytime Fitness is the fastest-growing fitness club franchise on the planet and the only co-ed gym with more than 1,200 clubs open worldwide. Opening clubs at a rate of more than one per day, Anytime Fitness is rapidly expanding internationally and expects to open its 2000th club by the end of 2011.

The Secret to Our Success

At Anytime Fitness, we understand how important convenience is to our members. People want to exercise on their own terms: whenever their busy schedules allow, close to their homes or work places – and when

they travel. That's why Anytime Fitness clubs are open 24/7 – allowing members to work out any time of the day or night – even when our clubs are not staffed. It's also the rationale behind our reciprocity policy: join one Anytime Fitness club and use more than 1,200 other clubs, in 48 states, Canada, Australia, New Zealand, Mexico, and India—at no extra charge. What could be more convenient than that?

Other features which separate Anytime Fitness from the rest of the pack include 24-hour tanning facilities (at most locations) and our integrated use of software, security, and surveillance systems which allow owners to operate safe and secure clubs with greatly reduced staffing needs.

Neighborhood-Style Clubs

Anytime Fitness prides itself on its commitment to community involvement. We're also one of the few fitness franchises to succeed in smaller population centers traditionally ignored by larger clubs. In fact, most members live or work within a 3-mile radius of our clubs. That convenience is fueling the growth of Anytime Fitness! Read on for more information about America's fastest-growing fitness franchise.

Media Contact:
mark.daly@anytimefitness.com
651-438-5008
800-704-5004, ext. 5008

Executive Biographies

Chuck Runyon

Founder and CEO



From its inception, Chuck Runyon has been involved in virtually every facet of the business, including strategic planning, operations, training, franchise development, and marketing. Frequently serving as the spokesperson for the franchise, Runyon has earned a reputation in the industry for his creativity and innovation. Under Runyon's leadership, Anytime Fitness has been at the forefront of new industry trends like reciprocity (join one club, use them all), integrated billing and security systems, and 24/7 access to clubs – even during unstaffed hours.

“Being open 24/7 is a necessity these days,” says Runyon. “People are so busy, with so many things going on in their lives, that the last thing they need is for their workouts to complicate their lives.

In addition to ensuring that members have good experiences at Anytime Fitness clubs, Runyon is committed to helping franchisees succeed.

“For most of our franchisees,” Runyon says, “their first exposure to Anytime Fitness was as a member. And more than half of our club owners now own more than one location. To me, that says our people are satisfied, successful and love what they’re doing.”

David Mortensen

Founder and President



David Mortensen feels right at home at the corporate offices of Anytime Fitness, having been born and raised less than five miles from the Hastings, MN headquarters of the world's #1 co-ed

fitness club chain. Mortensen attended college in Minot, ND on a wrestling scholarship, where his primary studies included physical fitness and business. His first job in the fitness industry was at the front desk of club operated by a well-known chain of Midwestern gyms. It was at that club, after quickly working his way up to manager, that Mortensen first met his eventual business partner, Chuck Runyon. Mortensen and Runyon teamed up and spent the next several years traveling the country, providing a variety of consulting services for fitness clubs of all sizes and types. In 1995, Mortensen and Runyon purchased their first club together, Southview Athletic Club, the very same gym where Dave held his first job in the fitness industry. While Runyon managed their consulting firm, Mortensen maintained a chain of clubs the two purchased and re-sold. Southview was a 30,000 sq/ft club with 500 members when Mortensen and Runyon purchased it. When they sold Southview, the club had 4000 members. In 1999 Mortensen turned his focus toward information technologies, helping to create a wide-range of security, usage-tracking and billing systems. Those experiences, coupled with extensive surveying of members regarding what they genuinely wanted in a fitness club, led Mortensen and Runyon to develop the Anytime Fitness business model in 2002. As Anytime Fitness grew, Mortensen concentrated his efforts on developing ancillary companies to enhance member experience and better serve Anytime Fitness franchisees. Thanks in large part to Mortensen's leadership, ProVision Security and Healthy Contributions now play key roles in the overall success of Anytime Fitness. Above all else, Mortensen's greatest

qualities are his passion for the fitness industry and his commitment to excellence. His pride and joy, however, are his five fabulous children and his incredible wife.

Jeff Thames

Chief Operating Officer and President of Franchise Sales



Jeff Thames joined Anytime Fitness in 2004 as Vice President of Sales and Marketing. Since then, he has been promoted to President of Franchise Sales and Chief Operating Officer.

His expertise has been instrumental in the exponential growth of Anytime Fitness.

Prior to his arrival at Anytime Fitness, Thames spent 16 years with the North American division of Lego, the Danish toymaker. As one of four employees to start the company in the U.S., he quickly moved through the ranks to become Vice President of Sales and Marketing, where he helped grow the company from zero sales to \$22 million.

Shortly thereafter, Thames was recruited by a spin-off of Honeywell Corporation, where he was appointed Vice President of Sales and Marketing. Under his leadership, the company achieved an average annual sales growth of 40%.

In the years since Thames joined Anytime Fitness, the franchise has nearly quadrupled in size to more than 2,000 territories in North America (including dozens of territories in Canada).

“In the next 18 months,” says Thames, “we expect to open nearly 100 new clubs in Canada alone and hundreds more around the world. The appeal of Anytime Fitness is universal. Our growth potential is almost limitless.”



FAQ's

How can Anytime Fitness clubs ensure security during unstaffed hours?

“The security systems in place at Anytime Fitness clubs are second to none,” says club owner Allen Eason. And Eason should know – he’s a lieutenant with the Jacksonville (FL) Sheriff’s Department. Integrated surveillance cameras, tailgating detectors, panic buttons, 911 phones and personal security alarms all combine to maximize member safety. Add into the mix, well-lit clubs, state-of-the-art equipment and automated external defibrillators and you’ll be safer working out at Anytime Fitness than in your own home.

What type of service can a member expect at Anytime Fitness?

Members can access Anytime Fitness clubs 24 hours a day by using computerized pass cards and/or key fobs. In addition, clubs prominently display their staffed hours on the outside of their buildings and on their websites. Staff members provide new members with comprehensive orientations of clubs and their equipment. Personal trainers are available by appointment to help members devise individualized exercise and nutritional program – regardless of a member’s fitness level. At Anytime Fitness, we pride ourselves on offering a friendly and supportive atmosphere in clean and well-maintained facilities. And we respond to all inquiries and requests within 24 hours.

What is Anywhere Club Access?

Anywhere Club Access means, if you join one Anytime Fitness club, then you can use any of our other clubs at no additional charge. That’s an extremely valuable option when you realize that there are more than 1,200 Anytime Fitness clubs all over the world. Club members have made it clear that they love this benefit because it allows them to work out near their homes, near their workplaces and even when they travel. In this way, Anytime Fitness is unique – no other fitness franchise offers the combination of 24-hour access and reciprocity between clubs.

Do you have corporate wellness programs in place?

Would your company or organization like to increase its productivity, improve morale or lower its health care costs? As a national leader in corporate partnerships and employee wellness programs, Anytime Fitness can help you accomplish all three of these goals. The key to any successful wellness program is active participation. Anytime Fitness’ Director of Corporate Partnerships can help design a wellness program catered to meet the specific needs of any business or organization, large or small. Whether you’re looking for group discounts, automatic payroll deductions, reimbursement plans, participation tracking or incentive programs, Anytime Fitness can customize a wellness program that’s right for you. For details contact Beth Loechler: beth@anytimefitness.com

Do you participate in fitness incentive programs?

Recognizing the fact that “Exercise is Medicine,” many Health Maintenance Organizations (HMOs) and health care plans now reimburse a portion of their members’ health club fees. In doing so, they hope to motivate their members to join fitness clubs, thereby increasing their activity levels and reducing their health care costs. Anytime Fitness strongly encourages and endorses this trend. Currently, several major health plans offer reimbursement programs to members of Anytime Fitness clubs throughout the country. Anytime Fitness provides processing services and usage tracking for a variety of fitness incentive programs.



Joe Mauer
MVP and Anytime
Fitness Member



Joe Mauer Newest Anytime Fitness Member

Baseball MVP will serve as Anytime Fitness Spokesperson

The world's #1 fitness club chain just hit another homerun. Joe Mauer, the newly-crowned American League MVP, two-time Gold Glove award winner and three-time AL batting champ, will soon be appearing in television commercials and other advertisements for Anytime Fitness, a rapidly-growing health club chain with nearly 1,300 clubs worldwide.

"We're extremely excited to have Joe on our team," says Anytime Fitness co-founder Chuck Runyon. "He's a wonderful role model, an amazing athlete and someone who obviously understands the importance of regular exercise. We're confident he'll do a great job promoting healthy lifestyles, while raising awareness of the Anytime Fitness brand.

The endorsement deal is a natural between Mauer and Minnesota-based Anytime Fitness.

"I am very happy to be partnering with a great Minnesota company like Anytime Fitness. Their commitment to encouraging people to

lead a healthy life and helping to showcase the benefits of physical fitness is something I am excited to be a part of," said Joe.

The Minnesota Twins all-star catcher is expected to begin recording TV and radio commercials for Anytime Fitness shortly after the first of the year, and will also appear in print and Internet advertising. In addition, Mauer will write a monthly fitness blog for AnytimeFitness.com and AnytimeHealth.com. "Successful franchises are a lot like championship baseball teams," says Runyon. "You need role players and everyone has to work together to achieve common goals. But it sure helps to have a superstar on your team. We're very pleased Anytime Fitness now has Joe Mauer on its roster."



Vince and Teresa Gibbs' son
Kennedy steals the show.



Owner Spotlight

Vincent & Teresa Gibbs: Paying it forward

Owners of two Anytime Fitness clubs (Apple Valley and Eagan, MN), husband and wife team Vincent and Teresa Gibbs are living proof that nice matters.

“Customer service is what it’s all about,” says Vincent Gibbs. “If you treat people like you’d like to be treated, they’ll come back.”

“I recently had three members, during the same day, tell me how much they appreciate how clean I keep the club and how they really enjoy coming here,” says Teresa Gibbs. “I was on cloud nine when I left for the day! That is what I truly live for! It also makes us feel good when our members have success stories – no matter how big or small. One member of the Eagan club came up to us last week to tell us that she has lost 10 pounds so far just doing cardio, and to explain the huge strides she’s made. When she first started using the elliptical she could only do 5 minutes before she was tired. Now she can easily do 20 minutes. How cool is that?!”

Teresa’s background is in accounting. Vincent’s is in sports medicine. They met while both were working as managers for Best Buy. Now, this dynamic duo has joined forces to comprise an unbeatable team.

“Vincent has always had a passion for fitness as well as the desire to own his own business,” explains Teresa. “We started searching for different franchise options and Anytime Fitness was one of the franchise models that interested us. After we met with Jeff Klinger, to better understand the franchise, it was a slam dunk – there was no doubt in our minds that Anytime Fitness was the right decision for us.”

The Gibbs opened their first club in Apple Valley in March of 2006. They opened their second club in Eagan a year and a half later. Vincent says the key to running a successful club is to treat your members as individuals. It also pleases Vincent that his members feel comfortable enough to share their personal stories with him.

“We’re like a family here,” Vincent says. “We look out for, and take care of, each other.”

Speaking of family, 3-year-old Kennedy Gibbs was born just a few weeks before his parents opened their first club. His proud father says Kennedy is already a pro when it comes to push-ups.

“What I like best about being an Anytime Fitness club owner,” says Teresa, “is that it gives us the freedom to have our own schedule and be our own boss. It’s great to be able to make business decisions which work the best for you. It’s nice to be able to plan family time and vacations when it works for us, not when it works for someone else. Anytime Fitness provides us the flexibility to have quality family time whenever we need it. We are able to drop things and attend to important family needs whenever they pop up, while not compromising the quality of service we provide our members. We also have some really great members that look out for the club for us whenever we are away, which makes us feel comfortable to step away whenever we need to.”



Owner Spotlight

Allen Eason: Tracking leads 24/7 in Jacksonville, Florida

Hitting the street, pounding the pavement and tracking down promising leads is nothing new for Allen Eason of Jacksonville, FL. After all, for years he worked as a homicide detective with the Jacksonville Sheriff's Department. These days Eason's single-minded persistence and tenacious resolve is also put to good use as the owner of two of Anytime Fitness' most successful clubs.

Eason opened the doors at his first club in Yulee, FL in September of 2006 with 382 members. Back then, it was an all-time record for Anytime Fitness pre-opening membership sales. In August of 2007, Eason shattered his own record by opening another Anytime Fitness club in Jacksonville with 555 members in tow.

Walking the Beat

How does Eason do it? The old-fashioned way: a lot of hard work. For two solid months prior to opening, Eason and his wife, Susan, club manager Beth Sperling and a few young members from Eason's Yulee club pounded the pavement – walking through neighborhoods, dropping off fliers and greeting anyone they met in the street. When they weren't going door-to-door, Eason and Sperling literally camped out in the parking lot and sold memberships. During construction, they set up a tent and a table in front of their club and recruited new members. In addition to all of that, Eason introduced himself to local business owners and offered discounted enrollment fees to companies which successfully encouraged at least 10% of their employees to join.

A Welcome New Neighbor

"I'm so excited about the response that we've had with the opening of our newest Anytime Fitness in Jacksonville," says Eason. "I attribute the success that we have had to a strong grass-roots marketing in our local neighborhoods. We distributed over 5,000 fliers and made numerous corporate contacts. The neighborhood has been extremely welcoming to us and we are grateful for their faith in our franchise. The biggest selling point for our new members has been the flexibility that Anytime Fitness offers and our friendly, inviting atmosphere. We are looking forward to a fantastic year."

Think you're too busy to do what Eason did? Well, consider this: In addition to owning two Anytime Fitness clubs, Eason was recently promoted to lieutenant and currently serves full-time as a watch commander for the Jacksonville Sheriff's Department AND he got married and went on a honeymoon during his pre-sale.

Secret to Success

There's no secret to running a successful fitness club, according to Eason. The key factors are to make sure the equipment is well-maintained, the price is right and members feel welcome and valued, he says.

"We provide a friendly and inviting atmosphere," Eason says. "Our clubs are always clean, our fees are competitive and we make sure someone warmly greets you when you walk in the door. That's what it takes."





Owner Spotlight

Colleen Braun: The Pride of Springfield, Minnesota

First, she transformed her own life. Then, she transformed an entire community. After working 20 years as a nurse, Colleen Braun decided she needed a change. Health-conscious her entire life, Braun got the bright idea of opening her own fitness club. The only problem was she knew almost nothing about running her own business. But that little detail wasn't going to stop her.

Colleen enrolled in a sales and marketing program at a local university and promptly completed the program with a 4.0 grade point average. A short while later (in April of 2006) Colleen opened the doors to Anytime Fitness Express in Springfield, MN. Within a year, 500 members had joined the club. This, despite the fact that the entire population of Springfield is only about 2,200.

Addressing a Need

"Springfield has embraced the Anytime Fitness Express club and all the convenience it has to offer," Braun says. "I knew there was a need for something like this in the community, but I have to admit even I'm a little surprised by the overwhelming reaction we've had."

Colleen isn't the only one who's been impressed. Largely due to the fact that so many residents joined Colleen's club, Springfield was honored with a "Fit City" award by Minnesota Governor Tim Pawlenty in 2006. In addition, doctors and chiropractors in Springfield and surrounding communities have been referring their patients to Colleen's club for physical therapy follow-ups.

Much of the reason for Colleen's success is the friendly, inviting atmosphere she's created in her club. People of all ages, shapes and sizes feel welcome.

Atmosphere Matters

"That's very important to me," Colleen says. "I know that a lot of my members had never belonged to a club before. They were nervous and didn't know what to expect. My job is to take away that nervousness and make them feel at home. We have people who come here in all sorts of conditions. Some are significantly overweight. Some are in great shape already. I'm happy to say that we have something for everyone."

Teamwork is Key

Colleen has also assembled an excellent staff of personal trainers and exercise consultants. Colleen says making sure that her staff understands the needs of a diverse clientele is an important part of running a successful club. One of her trainers, Teri Kratz, knows that as well as anyone. Teri joined Colleen's club after gaining a lot of weight prior to the birth of her youngest daughter. With Colleen's help and encouragement, Teri worked out at the club 127 consecutive nights – after putting her 4 children to bed. Teri lost 65 pounds and Colleen helped her get certified as a personal trainer. Now it's Teri who's helping Colleen run one of the most well-liked and well-respected clubs in the Anytime Fitness family.

"Colleen is just amazing," says Teri. "She helped me turn my life around and now she's helping nearly this entire community."





- **Excellent Return On Investment**
- **Low payroll: 10% vs. 45%**
- **Balanced life instead of long hours**
- **Experienced franchise consultants**
- **Community asset**
- **High job satisfaction**

The Anytime Fitness business model

One of America's best franchise opportunities

It's no accident that Anytime Fitness is the 9th fastest-growing franchise of any type in the United States. Nor is it a fluke that Anytime Fitness has been described as "the darling of the fitness industry." There are several very good reasons why Anytime Fitness has captured the franchising world by storm. It's a story that can be best summed up by the phrase "a great idea, very well executed."

The concept

From a franchising perspective, it all began with a desire to create an opportunity for entrepreneurs to run businesses they could be proud of – without running themselves into the ground. Many franchisors promise to provide their franchisees with the a return on their investment that's so strong that they'll be rewarded with all sorts of free time and the freedom to enjoy their families. Not all franchisors, however, actually deliver on that promise. Anytime Fitness not only meets, but frequently exceeds franchisee expectations.

Low labor costs

One of the most important components to the Anytime Fitness business model is the ability to minimize payroll costs for club owners while maximizing security and enjoyment for club members. A key to all of this is Anytime Fitness' innovative use of integrated billing and security systems. A unified system tracks member usage while simultaneously

preventing non-member access. The same proprietary system seamlessly commands surveillance and alarm devices while controlling the operation of tanning services. This state-of-the-art technology allows clubs to run smoothly and worry-free even during non-staffed hours. The end result is that payroll typically comprises only 10% of the operating costs for Anytime Fitness clubs. Compare that figure to the 45% payroll costs at typical franchising ventures. Franchisees don't have to "live at the office" when they own an Anytime Fitness club. A balanced life isn't merely our goal – we've built it right into the business plan.

Like a well-oiled machine

Anytime Fitness club owners don't have to worry about things like polluted pools, stinky saunas or daycare disasters. We've boiled our business model down to the core essentials which members expect from a quality fitness center and we've eliminated costly extravagances which too often muck things up. At Anytime Fitness, new franchisees don't have to re-invent the wheel. Our loyal family of preferred vendors supply our franchisees with quality products at the best available prices. Our affiliated financial services and real estate companies help franchisees get off to a solid start and our experienced staff of franchise consultants supports franchisees when they're up and running.

Improving a community, one individual at a time

At the end of the day, what makes Anytime Fitness club owners feel good about themselves is what they're doing for other people. They're helping their neighbors transform their lives. Franchisees hear it from their club members all the time: "This place has really helped me turn my life around. I was having significant health issues before I started coming here. Now, my quality of life is dramatically better." With America's health care crisis growing worse each day, what people really need is a convenient and affordable fitness option. That's what Anytime Fitness provides. It's a proven business model that gives members what they desire and club owners unparalleled job satisfaction.

The numbers tell the story

A whopping 56% of Anytime Fitness franchisees own multiple clubs and/or territories. In fact, many of our franchisees own four, five or more clubs. They're able to do so because, if you follow the business model and listen to our franchise consultants, Anytime Fitness clubs truly do provide franchisees with wonderful returns on their investments. Harder to quantify are the invaluable benefits franchisees receive: the freedom of spending time with their friends and family and the knowledge that they're making their communities better places to live.

The Press Room

Media Contact:
mark.daly@anytimefitness.com
651-438-5008
800-704-5004, ext. 5008

ANYTIME FITNESS OPENS 1,000TH CLUB

First co-ed fitness club in the world to reach historic milestone. While other gyms struggle, Anytime Fitness is thriving.

St. Paul, MN – January 28, 2009. Anytime Fitness, the #1 co-ed fitness club chain in the world, is proud to announce the opening of its 1,000th club. Founded in 2002, Anytime Fitness now has clubs open in 46 states, Canada and Australia, serving nearly 600,000 members.

While other well-known fitness chains have recently scaled back their expansion plans or filed for bankruptcy, Anytime Fitness continues to grow at an astonishing rate. In fact, in December alone, Anytime Fitness opened 50 new clubs and the franchise expects to open at least that many more gyms in January.

“In two or three years we expect to have over 2,000 clubs open in the U.S. and another 750 clubs open internationally,” says Anytime Fitness CEO, Jeff Klinger. “With international growth, the sky’s the limit.”

Before the end of 2009, Klinger predicts Anytime Fitness will have more than 30 clubs located in Canada and will open its first clubs in Italy and India. Additional international expansion plans include several European countries, the Middle East and Asia.

Why has Anytime Fitness flourished while other health clubs are struggling? The key has been si-

multaneously keeping members and franchisees satisfied.

“From the very beginning,” says Anytime Fitness co-founder, Chuck Runyon, “we’ve focused on providing members with a convenient and affordable fitness option in a friendly, non-intimidating atmosphere. At the same time, we’ve worked hard to provide our franchisees with a business model that allows them the freedom to enjoy their personal lives. Now that we have over 1,000 clubs – and a policy that allows members to join one club and use them all – the value people get from an Anytime Fitness membership is even greater.”

Despite the current economic climate, and bucking the trend in the fitness industry, the average membership growth for Anytime Fitness clubs which have been open at least one year is 8.3% -- 625 at the end of 2007 vs. 677 at the end of 2008. What’s more, Anytime Fitness clubs which opened in 2008 are gaining new members at a faster rate than Anytime Fitness clubs which opened prior to 2008. On their respective one-year-anniversaries, Anytime Fitness clubs which opened prior to 2008 averaged 538 members. Clubs which opened in 2008, however, averaged 597 members twelve months after opening.

While members appreciate the 24-hour access of Anytime Fitness clubs, and monthly dues that are typically about half of what bigger clubs charge, franchisees report an impressive satisfaction level with their decision to own an Anytime Fitness club.

For the 4th year in a row, Fitness Business Review recently honored Anytime Fitness with its top rating and an FBR 50 Franchisee Satisfaction Award. Thus, it should come as no surprise that more than 56% of Anytime Fitness franchisees own at least two franchise territories.

Yet another reason why Anytime Fitness clubs have proven to be recession-resilient is that they are frequently located in smaller, less-densely populated areas where they are often the first and only fitness option for local residents.

“People are willing to sacrifice many things when times are tough,” says Runyon. “But their health is not one of them. And our members recognize that Anytime Fitness provides them with good value for their money.”

A thousand clubs open worldwide is more than an impressive milestone. It also provides a tangible benefit to all Anytime Fitness members.

“We call it our ‘Anywhere Club Access’ policy,” says Klinger. “It simply means, one membership allows access to every club, whether it’s across town or on the other side of the globe. In addition to being open 24 hours, Anywhere Club Access is another way we offer convenience to our members.”

To celebrate the opening of its 1,000th club, Anytime Fitness is offering special deals for new membership at all participating clubs the week of February 9th – 15th. Among the deals being offered are reduced enrollment fees, free tanning and personal training sessions, and one month free with a 12-month membership.

Anytime Fitness’ revenue soared from \$2.9 million in 2005 to more than \$20 million in 2008, and Klinger expects that number to surpass \$30 million in 2009. In addition to the 1,000 clubs now open, Anytime Fitness has sold the franchise territory rights for another 1,500 locations. Thus, Anytime Fitness expects to celebrate the opening of its 2,000th club sometime during 2011.

See what others are saying ►

The Press Room

What Others Are Saying

Anytime Fitness is #1 in the 2008 Fast 50 of privately-held companies in Minnesota

By John Vomhof Jr., Staff Writer
October 24, 2008

[Click here for entire story](#)

“After running a health club consultancy for several years, Jeff Klinger and Chuck Runyon decided to put their money where their mouths were. They bought a distressed club, grew membership from 600 to 3,000 and then sold it for a nice profit.

It was clear that the advice they were selling clients worked. But they also learned a thing or two along the way most importantly that the industry was changing. Customers were becoming more and more focused on convenience. They wanted clubs that were close to where they lived or worked and that catered to their busy schedules. Jeff Klinger is celebrating the success of his company, Anytime Fitness, which he founded with Chuck Runyon.

The Time Is Now

By Kirsten E. Silven
Club Solutions
August 1, 2008

[Click here for entire story](#)

When Chuck Runyon and Jeff Klinger joined forces in the late 80’s to start an independent consulting business for health clubs, they already understood the importance of good old fashioned people skills. Over

time, with a “less is more” formula and a sharp focus on convenience, they developed the user-friendly Anytime Fitness concept. Currently opening clubs at the astonishing rate of one each business day, Anytime Fitness is quickly establishing itself as one of the most successful franchise operations the fitness industry has ever seen.

In the mid-90’s, club owners began asking Jeff Klinger, Co-Founder & CEO of Anytime Fitness, why he and partner Chuck Runyon, Co-Founder and now President of Anytime, did not own and operate any clubs of their own. At the time, they were operating a consulting firm that gave advice to struggling fitness clubs, and it’s obvious that this question struck a nerve, because they soon invested in a distressed club and began to turn the failing business around.

Two no-frills, 24-hour fitness chains based in Minnesota are growing rapidly and setting their sights on overseas expansion

Pumping up the fitness franchisee

By Jackie Crosby
July 19, 2008

[Click here for entire story](#)

Minnesota has long been a hub of fitness innovation and businesses. It’s the birthplace of Rollerblades and waterskiing, the headquarters of Life Time Fitness and consistently ranks

at the top of polls for its physically active populace.

It’s also the home to two of the nation’s fastest-growing fitness franchise companies -- Anytime Fitness and Snap Fitness. After years of blockbuster growth in the United States and Canada, both are ready to take their no-frills, 24-hour fitness club concept overseas.

All-Hours Fitness Club a Hit at Start

Anytime Fitness opens doors in North Oak Cliff

By Chuck Cox, Staff Writer
February 8, 2008

[Click here for entire story](#)

It may be the perfect time for Anytime Fitness in Oak Cliff. Since opening its doors on Dec. 17, the new 24-hour fitness club, located at 611 N. Bishop Avenue, has been a sweeping success. And it is the only location in North Oak Cliff with round-the-clock access to workout equipment, which includes strength training and cardiovascular equipment.

The Press Room

What Others Are Saying

'There are no excuses'

By Harold Valentine,
The Tampa Tribune
Published: February 6, 2008
[Click here for entire story](#)

NORTHDALÉ – The name says it all – Anytime Fitness means those looking for a workout can do so 24 hours a day, 365 days a year at the exercise club. Owner Jim Burke said because access is 24 hours, the club stresses safety with an electronic key for members, recording cameras inside and out of the building, and plenty of buttons and telephones with a direct line to 9-1-1.

“There are no excuses,” manager Sara Zimmerman said about members looking to work out. Zimmerman said she and Burke know “pretty much” everybody who comes to exercise. Because members come at different parts of the day and night, she said folks never have to wait to use the resources, which include cardiovascular machines, weights, showers, a tanning bed and a massage set to be available in the future. Zimmerman said round-the-clock availability yields a relatively private workout at the club, which opened in September.

“Members here just want a place they feel comfortable,” she said. “They’re not here to slam weights and check out girls and guys.”

Anytime Fitness Offers Slimmed-Down Gyms

By Neil Janowitz
Shopping Centers Today
April, 2007
[Click here for entire story](#)

“Oh, the gym is too expensive. It is too far away. It closes too early. And I’d be paying for a pool I’d never use.” Anytime Fitness is ready to help clients eliminate both pounds and excuses through readily accessible facilities and an aggressive growth plan. Jeff Klinger and Chuck Runyon, two longtime fitness industry veterans who had grown tired of the big-box workout facilities they were running in Minnesota and Wisconsin, launched Anytime Fitness in 2002. “Members were paying for things they weren’t using, and a considerable amount of the fees were going towards upkeep

of pools,” said Debra Griffith, the chain’s media spokeswoman and franchise consultant. “They decided to create a different model, one that offered comfort, convenience and affordability.”

No-frills gyms take off

By Jennifer Bjorhus
Pioneer Press
March, 2008
[Click here for entire story](#)

Anytime Fitness founders dumped the smoothie bars and boutique classes in favor of bare-bones facilities with 24/7 access. Their lean operation is about to go global.

Anytime Fitness co-founders Chuck Runyon, Jeff Klinger and Dave Mortensen spied a bargain when the old Southview Athletic Club in West St. Paul came up for sale in 1995. The ‘70s era gym — 40,000 square feet of pools, racquetball courts, saunas, steam rooms and moldy locker rooms — had dwindled to about 400 active members.



Anytime Fitness TV / News Stories

- ▶ 01/05/07 | MN – Losing Weight | KARE 11 News | TV News Stories
- ▶ 12/22/06 | Anytime Fitness opens in Mandan | KFYP TV News Stories | News Video

Member Success Stories



Patti Geigel

Imagine waiting in line for half-an-hour with your 11-year-old daughter, but then having to tell her, “Mommy’s sorry,” and walking silently away after she’s watched you try but fail to squeeze into an amusement park ride – fail, because you weigh 300 pounds. Patti Geigel, a soft-spoken hairdresser from Manitowoc, WI knows that pain. She’d always been “big,” but Patti says her size bothered others more than it did her – until the amusement park incident. If that was Patti’s rock bottom, then the light at the end of Patti’s long, dark

tunnel was a neon sign which glowed: Open 24 hours. “The hardest part was walking through the doors the first time,” Patti recalls. Embarrassed by the idea of how she’d look in a gym filled with hard-bodies, Patti joined Anytime Fitness – one of those new, scaled-down 24-hour neighborhood clubs – and began working out late at night, “when nobody would see me,” Patti says. “The first night I lasted only five minutes on the treadmill. But then I went home and vowed to try it again the next night.” Nine months later, Patti’s lost 130 pounds, she’s appearing in television commercials and she’s the darling of her fitness club – where, nowadays, she proudly works out during daylight hours. “I just didn’t want to be that person anymore,” Patti says of her heavier, previous self. “And now I’m not.”



Patti

Teri Kratz

Teri Kratz’ defining moment was similar to Patti’s, only it happened on a backyard swing instead of at an amusement park. Teri still cries when she tells the story of not being able to swing with her youngest daughter because she was too big to fit into a pre-molded seat. For several months afterwards, Teri says, she was deeply depressed. A Sunday school teacher, busy caring for her four children and the family farm’s 300 sheep, Teri had no time to take care of herself. Then, about a year ago, an Anytime Fitness club opened just a few miles from Teri’s Springfield, MN home. For 127

consecutive nights (except for the night she and her husband went to a Nickelback concert), Teri worked out on an elliptical machine at the club – AFTER kissing her children goodnight and putting them to bed. In six months, Teri lost 65 pounds and went from a size 18 to a size 2. She now works as a personal trainer at the club and her picture is on a big billboard just outside of town.



Teri

Member Success Stories

Susie and Jeremy Bowen

Susie Bowen and her husband, Jeremy, were so busy with their full-time jobs and three children that neither of them had time to eat right or exercise. “Fast food was the norm for our family,” Susie says. “Jeremy’s father weighed 550 pounds and I was worried that we were both headed in that direction.” When Susie tipped the scales close to 200 pounds and Jeremy approached 300, Susie suggested they both join a new Anytime Fitness club in their neighborhood and get in shape together. The local gym (in Floyds Knobs, IN) accommodates their crazy schedules (Susie is a registered nurse; Jeremy works in a steel plant). Sometimes they get a babysitter and exercise together late at night. More frequently they individually squeeze in

30-minute workouts at odd hours – on their separate ways to or from their jobs, during their lunch breaks or in between their children’s various practices. “We decided that we would do this together and neither of us would let the other one fail,” says Jeremy. “The convenience of having a gym that WE control, schedule-wise, is perfect for Susie and me.” In less than a year, the Bowens have lost a combined 140 pounds. “We’re a happier family now,” says Susie. “It’s truly changed our lives. We used to talk about growing old and fat together. Now we talk about growing old and riding bikes together in Europe.”



Tanya Braa

A lone at her desk, moments after a co-worker showed Tanya Braa pictures of herself taken on her 30th birthday, Tanya broke down in tears. Tanya had tried every diet and exercise program imaginable and nothing worked for her – until an Anytime Fitness club opened near her home in Liberty, Missouri. With

the help of a personal trainer, one year later, Tanya is now healthier than ever – and competing in figure competitions. Tanya’s “before and after” photos speak for themselves.



Captain Running Man and Xpressa



Anytime Fitness Mascots

Exercising is hard work, but that doesn't mean you can't have fun while you're living a healthy lifestyle. At Anytime Fitness, we believe it's important to do what you love and love what you do. After all, what sense does it make to bust your butt at the gym if you can't go out and enjoy yourself afterwards?

Captain Running Man & Xpressa believe strongly that life is meant to be enjoyed. They also believe that in order to live life to the fullest you need to have fun while you're at it. Life is not a spectator sport. You have to get out there and make some noise.

That's why you can expect to see Captain Running Man and Xpressa at all sorts of fun and exciting events. Whether it's jumping out of airplanes, sprinting down race courses or drawing a crowd at local parades... the official Anytime Fitness mascots are always having a good time.

