

Bye Bye Bally Bloor, Hello Hello Extreme Fitness

Modernizing Toronto's Fitness Scene - Extreme Fitness is building the next generation of health clubs

TORONTO, Ontario, August 7, 2007 – Extreme Fitness, Inc., a leading fitness club operator in the GTA, is fit to announce that it has officially purchased Toronto's landmark Bally Fitness club at 80 Bloor Street West from Bally Total Fitness Holding Corp. The acquisition, which took place today at 4pm, will give the legendary Bloor Street club a much needed 2 million dollar ultra-modern revitalization.

In the early 90s, the Bloor Street Bally club was without-a-doubt, the hottest and hippest health club in the city. With the token Bally name and the prime Yorkville location, the old school Bally Bloor 'it' club, attracted a long list of A-listers including: **Jean Claude Van Dam, Marky Mark, Brook Shields, Bruce Springsteen, and Cher**, to name a few.

"Once construction is complete, the flagship Extreme Fitness Bloor Street location will grant the 'hip and healthy' Bloor street set with a new reason to break a sweat," said Jim Solomon, Chief Executive Officer of Extreme Fitness. *"From the latest design and state-of-the-art equipment, to the most exhilarating group fitness program in the city, Extreme on Bloor is poised to take Toronto's fitness scene into the next generation."*

"The Bloor street club is a gem that just needs a little polishing, and once we implement Extreme Fitness's high quality member-experience standards and our award-winning design to Bloor, the club will be back to its old school glory, and then some, in no time," said, Taso Pappas, Executive Vice President of Extreme Fitness.

Extreme Fitness's renovation concept for the Bloor Street location is based on blending elements of nature, such as exotic woods and subtle earth-tones, with sleek high-tech modern design. The club will boast bright open spaces and areas for members to congregate and socialize, creating more of a community atmosphere. State-of-the-art fitness equipment including cardio machines with personal LCD televisions and the latest weight-training machines, will be consistent in all six clubs. The change rooms will emulate a spa-like atmosphere where members can indulge in luxurious oversized showers, cozy lounge areas and unique Roman-style hot steam rooms with adjoining cold rooms designed to increase circulation and stimulate detoxification.

Other amenities planned for the renovation include fully equipped Pilates suites, both hot and cold yoga studios, professional health centers, nutrition-conscious cafés, private personal training rooms, group fitness and cycling studios with ultramodern surround-sound systems, DJ booths for live performances, interactive executive business centers and theater-sized screens in the common areas that can be used at member events to watch major sporting broadcasts, live concerts and movies. The end result will an extremely motivating and luxurious fitness-ecosystem designed to inspire members to make positive changes in their lives.

Founded in 1995, Extreme Fitness currently has six fitness clubs in the Greater Toronto Area and approximately 45,000 members. The six fitness clubs Extreme Fitness is acquiring will double the number of Extreme Fitness facilities in Greater Toronto and increase total Extreme Fitness memberships by more than 30 percent, to approximately 60,000. Extreme Fitness is a portfolio company of Falconhead Capital, LLC (www.falconheadcapital.com), a private equity firm established in 1998 to provide investors with significant long-term capital appreciation by investing globally in consumer-focused businesses in the leisure, lifestyle, recreation and related categories. In addition to Extreme Fitness, Falconhead Capital's current and prior portfolio investments include, among others, Growing Family, Inc., Escort, Inc., National Powersport Auctions, Premier Salons International, Maritime Telecommunications Network, and ESPN Classic Europe.

Media Contact:

Alison Stephens, Public Relations

Extreme Fitness

Ph: 416-303-0947

alisons@extremefitness.info

www.extremefitness.info