



Extreme Fitness to Acquire Six Bally Total Fitness and Sports Club of Canada Fitness Clubs in Greater Toronto; Will Invest \$20 Million in Club Upgrades

TORONTO, Ontario, April 25, 2007 – Extreme Fitness, Inc., a leading fitness club operator in the Greater Toronto Area, announced today that it has signed a definitive agreement to acquire six Bally and Sports Club of Canada fitness clubs in Toronto from Bally Total Fitness Holdings Corp. The facilities to be acquired are the Sports Club of Canada locations known as The Dunfield, The Delisle and The Wellington; and the Bally Total Fitness locations known as Bloor Street, Interchange and Cedarbrae. Financial terms of the transaction, completion of which is subject to customary closing conditions including lease negotiations, were not disclosed.

“Extreme Fitness plans to invest more than 20 million dollars in the six newly acquired fitness clubs to upgrade their facilities, add state-of-the-art equipment, and ensure that they meet the Company’s high quality and member-experience standard,” said Jim Solomon, Chief Executive Officer of Extreme Fitness. The Company’s premium facilities, award-winning club designs and cutting-edge equipment led *The National Post*, in 2005, to call Extreme Fitness *“Dollar for dollar, the city’s best gym.”*

Extreme Fitness’s renovation concept for the six new clubs is based on blending elements of nature, such as exotic woods and subtle earth-tones, with sleek high-tech modern design. The clubs 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.

“With the Extreme renovation, the newly acquired clubs will be among the most lavish and design-conscious health clubs in the GTA,” said Steve daCosta, President and Founder of Extreme Fitness.

Other amenities planned for the renovations 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 be six extremely motivating and luxurious fitness-ecosystems designed to inspire members to make positive changes in their lives.

“With our award-winning club design, results-oriented personal training programs, and motivating club atmosphere, Extreme Fitness is set to seriously pump up Toronto’s fitness culture,” said Solomon.

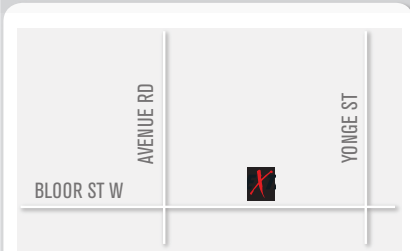
Since the beginning, Extreme Fitness has been known for its high-quality, results-oriented personal training program. With 40% of Extreme's members using personal trainers to maximize their workouts, Extreme estimates that its personal training program has contributed to helping more than 18,000 members shed a collective 90,000 lbs of weight, this year alone. Hence the name "Extreme" –Extreme Fitness takes its programs to the limit. *"Everything we do is to obtain results – our group fitness classes are tough, and our personal trainers are demanding,"* said Solomon.

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.

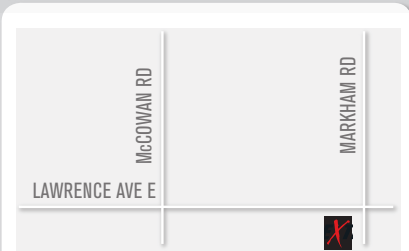
Extreme Fitness is a portfolio company of Falconhead Capital, LLC (www.falconheadcapital.com), a private equity firm established in 1998 to provide investors with significant long-term capital appreciation by investing globally in consumer-focused businesses in the leisure, lifestyle, recreation and 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.

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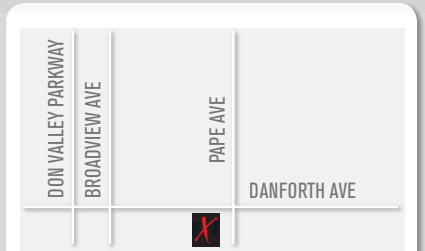
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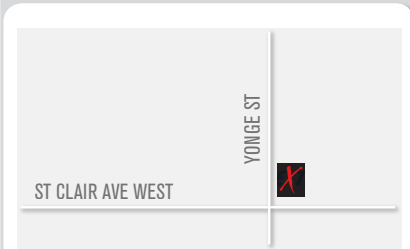
BLOOR STREET
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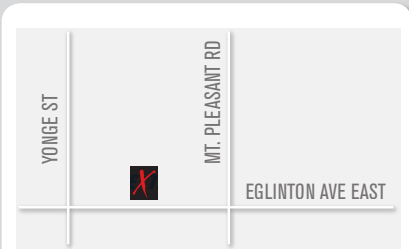
CEDARBRAE
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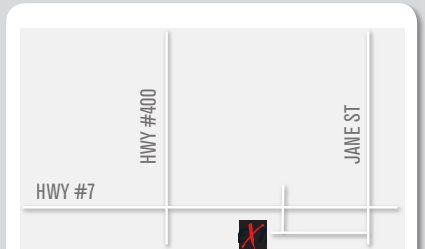
DANFORTH
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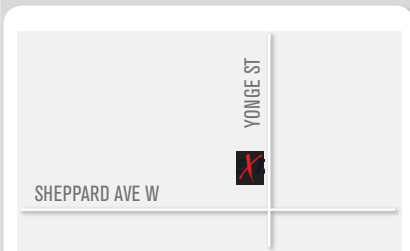
DELISLE
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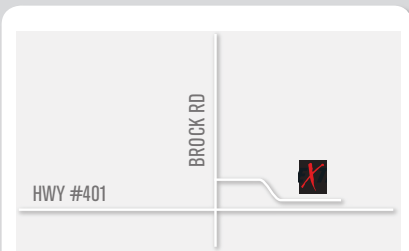
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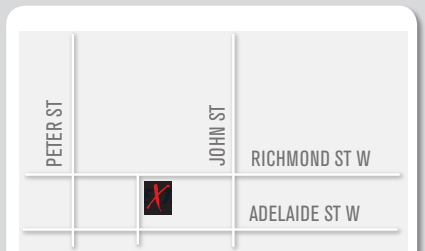
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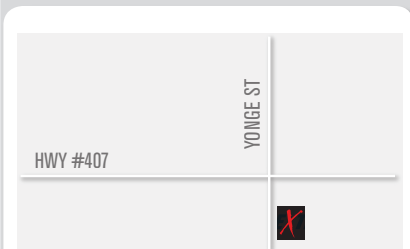
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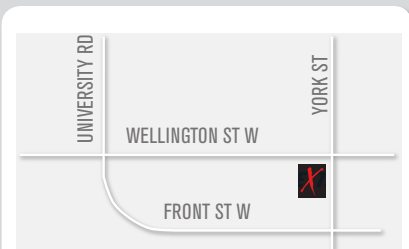
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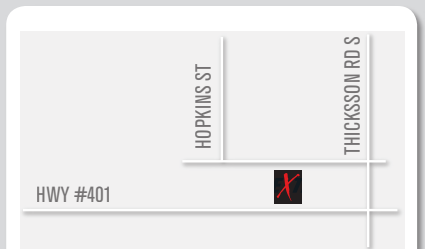
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