



Change Your Body. Change Your Life.™

Fishkill • Newburgh • Lagrange, NY

PRESS RELEASE

fitRewards! Loyalty and Reward Program now offered at Gold's Gym Hudson Valley!

January 4, 2008 - Hudson Valley, NY - Gold's Gym Hudson Valley announced today that they have brought the **fitRewards!** program to their members of their fitness clubs. "We were searching for an innovative way to make our membership experience more valuable, and to thank our members for their loyalty," stated Bill Austin, Owner. "We're excited to be one of the only clubs in the area to offer the **fitRewards!** program."

fitRewards! is a free member-appreciation program that rewards club members for their ongoing participation at the club. Each time a member completes a qualifying event, that member will earn points that they can accumulate and redeem for brand-name gifts and club services.

Members earn points by participating in club programs, referring a friend to enroll or using the club regularly. Members accumulate points in their online account, accessed via the club's website, and can redeem them online at their discretion after attaining point levels that match the gifts they want.

The program was developed specifically for the fitness industry. Until now, there have been no loyalty programs, similar to airline frequent-flyer programs, for health clubs. **fitRewards!** meets that need and gives health clubs a way to thank loyal members.

Gold's Gym is the largest co-ed gym chain in the world, recognized for our passion, unique heritage, and experience as the authority in fitness.

We inspire our members with unrivaled energy, and provide the finest equipment and fitness knowledge available to help our members achieve their individual potential.

The Hudson Valley Gold's Gym organization consists of a trio of world-class health club facilities located in Newburgh, Fishkill, and Lagrange NY, with a membership to one club giving privileges to our three, as well as 600 other worldwide locations. Consistently raising standards of excellence, we remain proven leaders in the ever growing fitness industry and look forward to working with you.



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