

FOR IMMEDIATE RELEASE

Ladies Workout Express Is Helping Women Get In The Gym With Free Enrollment

Women's gym franchise offering new members' free enrollment for entire month

FORT LAUDERDALE, FL - August 24, 2009 ---- Ladies Workout Express, a leading women's gym franchise, is helping get women in the gym once again by announcing they will forego an enrollment fee to new members. From September 1st – 30th, Ladies Workout Express and Workout Express locations are welcoming new members with this special incentive. Aside from not paying a sign up fee, memberships are just \$19.95 a month with no extended contracts at participating locations. For more information about this special offer, please visit www.ladiesworkoutexpress.com for participating clubs or call 800-833-5239 for more information.

"We know this is a very tough time for everyone and don't want to compromise someone's health because of financial trouble. This new program will once again help get women back in the gym and feeling good about themselves," said Gerry Weber, CEO of Lady of America Franchise Corporation.

Ladies Workout Express and Workout Express 30-minute circuit training centers offer an excellent opportunity to anyone-from the beginner to the die-hard, to get into life-long shape in a safe and comfortable environment. The simplified, time-efficient workouts are specifically designed to meet the needs of members wanting a straightforward approach to fitness. Using only resistance training on a circuit of 12 hydraulic machines and 12 cardio stations, this 30-minute express workout has been developed to get results, fast.

About Lady of America Franchise Corporation

For more than 25 years, Lady of America Franchise Corporation has been an innovator in the constantly evolving business of women's fitness. The recession relief fitness package is meant to help women exercise during stressful times. Lady of America was established in 1984 with the goal of providing a safe and rewarding environment to women working on their fitness and lifestyle goals while enjoying the company and support of other women. Today, they are the world's largest full-service chain of women's fitness centers with approximately 300 franchises in operation across 45 states and nine countries under the brands; Lady of America, LOA Fitness for Women, Ladies Workout Express, Workout Express and Health Clubs of America fitness centers.