

# GOLD'S GYM®

September 24<sup>th</sup>, 2008

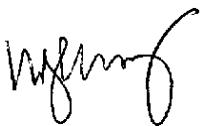
I've been in the gym business for 10 years, and just I can't believe the buzz that these HydroMassage beds have created with the members in our gym. We have one bed in a private room, but we put the second one by the entrance on the main floor, so you can't miss it. It's been really cool to see members walk in and say, "Hey, what's that?"

In just our first 30 days with HydroMassage, we've sold 120 massage memberships at \$9.99 per month. We're signing up at least 3 people per day for HydroMassage, but I know the more people we get on the bed, the more massage memberships we sell for that day.

For new members, we're ending each tour with a 3 min massage. They get to lay on the massage bed, put on the headphones, and completely zone out. But, we're also seeing excitement with our current members because they're coming in and seeing something new that they can add to their membership. They're also telling other members about Hydromassage.

This is definitely something that all the other Gold's franchisees need to check out...you just can't beat it.

Thanks,



Jerry Donnelly, GM  
Gold's Gym, Chesapeake, VA