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New Fitness Franchise Adds Two Locations; Launches New Website. CoachMeFit will open new studios in Grand Rapids and West Bloomfield.

Ann Arbor, MI – CoachMeFit Franchise Corporation has recently signed franchisees in East Grand Rapid's Gaslight Village district and will open a West Bloomfield studio in spring 2008. With the Birmingham location opening in March and the original Ann Arbor studio, CoachMeFit will have four locations in Michigan since it formalized its franchise status less than a year ago. CoachMeFit offers private personal training to men and women of all ages and levels of fitness.

In addition, the Ann Arbor-based Corporation launched a new website, coachmefit.com, to reach both franchisees and clients. Lindsay Bogdasarian, president of the corporation and owner of the Ann Arbor studio stated, "Our clients and franchisees are attracted by our exclusive focus on personal training in a non-intimidating environment. Our franchisees want to help people become more fit, and the success stories on the website validate that CoachMeFit helps clients stick with a fitness program and see results."

CoachMeFit also successfully completed the SBA eligibility review process to be included on the Franchise Registry. The SBA Franchise Registry is a national online listing of franchise systems whose franchisees receive expedited loan processing when applying for SBA financial assistance.

The original CoachMeFit studio opened in Ann Arbor in 2001. Since then it has doubled in size. The success of CoachMeFit reflects the popularity of personal training. From 1999 to 2005 the number of people who paid for personal training more than doubled. "As a part of the growing niche within the strong fitness industry, our franchise is an outstanding business opportunity, even in a weak economy. The website is very detailed about what we offer prospective franchisees and the costs involved. They can quickly determine if it is something they want to pursue," said Bogdasarian.

According to the Institute for Therapeutic Massage, Inc., the U.S. Department of Labor cites that the ranks of personal trainers and aerobic instructors has grown to well over 100,000 and has doubled within the last year alone. "It is expected to have double-digit growth every year for an indeterminate period of time. This trend is much greater than average, and it bears emphasis considering that we have been experiencing a shifting economy that saw a lot of downsizing. In essence, the health and wellness industry is proving to be recession-proof as the public-at-large continually seeks to maintain, if not improve, their level of fitness."

The need for trainers, and other wellness professionals, stems from the fact that many people are not sure how to safely and effectively create a life-altering change in behavior."

For more information about CoachMeFit franchises, go to www.coachmefit.com, or email info@coachmefit.com.

