

For Immediate Release

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**FROM THE CALIFORNIA SURF-A-ROBIC, TO THE NEW YORK CITY
KNISH-ERCISE THE CALL GOES OUT TO FIND A NEW EXERCISE STAR**

*Crunch® Fitness and DiMassimo Brand Advertising Team Up to Present the
"Star In Your Own Exercise Video" Contest*

New York, NY, March 24, 2003 – From the dynamic duo that brought you “Airplane Yoga” on JetBlue Airways, the “Who Wants to Kick a Millionaire’s Ass” and “Smack Your Boss Up” campaigns, Crunch® Fitness and DiMassimo Brand Advertising team up again to launch the **“Star In Your Own Exercise Video”** contest.

To help bring to life it’s “no judgements” philosophy and unique approach to exercise, Crunch is holding this fun contest, in which would-be fitness gurus are asked to submit a five-minute demo of a new and innovative workout routine. The winner of the contest will actually have their video produced and distributed in Crunch retail stores nationwide as well as on crunch.com. The contest, which kicks off on March 3, 2003, will be judged primarily on creativity.

"Are Richard Simmons, Jane Fonda and Billy Blanks really so special? Or are they just lucky? I'm betting there are plenty of people out there who could make great, successful, twisted exercise videos. I can't wait to see what we get," said Mark DiMassimo, President and Executive Creative Director, DiMassimo Brand Advertising. "Crunch should win 'Buzz Marketer of the Century' for the way they've been able to build a brand so efficiently by involving people in the Crunch experience in new and innovative ways."

The **“Star In Your Own Exercise Video”** contest will be supported by both a :30 second television spot and print ad. The television spot begins with a man and a friend sitting down at the local diner having lunch. The man begins to choke and flail his arms to get his friend’s attention. The friend, not aware that his friend is choking, starts to mimic his actions. Soon afterwards the two are noticed by the rest of the patrons, who begin to mimic their motions. The voice over says: “The next great exercise craze could come from anywhere.”

The spot will air in all of Crunch’s markets, including New York, Atlanta, Boston, San Francisco, Los Angeles, Mission Viejo, Chicago and Miami on cable stations, such as, *E!, ESPN, MTV, VH1* and *Comedy Central*.

The print ads will appear in April issues of **Sports Illustrated, GQ, Esquire, Fitness Magazine, Travel & Leisure**, among others and regional newspapers such as **Time Out New York, Improper, Bostonian, Hollywood Reporter**, and **Red Streak** the first week of March. The creative displays a young woman named Tammy who is stretched out on her couch in a yoga-like position in an attempt to paint her toenails. A three-dimensional box, with Crunch logo, outlines Tammy to convey she is on the cover of her own Crunch exercise video. Copy reads, “Stretch, breath, file, paint.”

At the bottom of the ad, copy reads: "Star In Your Own Exercise Video. To enter the contest, go to crunch.com."

The contest will also be promoted through live read radio, outdoor telephone kiosks, in-gym window displays, bathroom ads, Max Racks postcard distribution and wild poster ads in all Crunch markets, as well as, with billboards in San Francisco and Los Angeles.

About Crunch

Crunch Fitness® (www.crunch.com) is a bold and vibrant expression of fitness, fashion, music, entertainment and style. Based in New York City, Crunch is one of the premier brands of Bally Total Fitness (NYSE: BFT). With 23 locations in New York, Boston, Atlanta, Miami, Chicago, Los Angeles, San Francisco and Mission Viejo, Crunch has a philosophy of "no judgements" and an environment that warmly welcomes people from all walks of life, regardless of shape, size, sex or ability. Renowned for fusing fitness and entertainment, Crunch continually changes the way the world looks at exercise, creating programs like the *Firefighter Workout*, *Cardio Striptease* and *Cycle Karaoke*. The Crunch brand also incorporates original apparel and accessories for men and women, *Crunch Magazine*, chart-topping exercise videos, music compilation CDs and a lifestyle book series.

About DiMassimo Brand Advertising

DiMassimo is an independent, fully integrated agency, which combines the resources of a brand consultancy with those of an aggressive ad agency. DiMassimo is known for their highly creative and successful campaigns for clients who demand much more than conventional results, including: Crunch Fitness, Columbia House, The Plaza Hotel, Instinet, Smartmoney.com, GlaxoSmithKline, Merck and the Partnership for a Drug-Free America. Additional information can be found at www.dimassimo.com.

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*Copies of the spots as well as images are available upon request
Please contact Jericho Communications at 212/645-6900.*