

For Immediate Release

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

*Here's Your Chance at Your 15 Minutes of Sweat and Fame, as
Crunch Fitness Presents the "Star In Your Own Exercise Video" Contest*

(New York, NY) - Do you think Billy shoots blanks? Do you want to tell Richard that if you want to see an old queen sweat you'll go to England in August? Do you want to tell Jarred to take that stinkin' sandwich and shove it were the mayo doesn't shine?

If you've found a better way for people to get in shape; if you've come up with a means to animate your personality and interests into the next fitness craze; if you are ready to have your face, body and technique as the video of choice for millions of Americans who squeeze their bodies into spandex and work themselves into a sweaty mess in dens and bedrooms across the country, then we want you to enter the **Crunch Fitness "Star In Your Own Exercise Video"** contest.

All you need to do is send a five-minute video of yourself demonstrating your own new fitness phenomenon. Your routine must be original and bring us into a whole new dimension of fitness consciousness. If your tape is one of the five best, you will be flown to New York for the celebrity-filled final competition, where the grand-prize winner will be chosen.

Crunch will be accepting entries from March 3, 2003 to April 21, 2003. The finals will take place May 8, 2003 in New York City at a Crunch location where all remaining contestants will be asked to demonstrate their routine in front of a live audience and judges.

The panel of judges thus far includes Alicia Calaway (season two *Survivor* survivor and renowned fitness trainer), Eric Nies (part of original *Real World* cast and popular host of MTV's *The Grind* and five best-selling *Grind* workout tapes) and Donna Cyrus (National Group Fitness Director for Crunch).

If you are picked as grand-prize winner you will have your video shot professionally and sold in every Crunch Fitness location across the country. That's right, here is your chance to have your name up there with Suzanne Somers, Jane Fonda, Jack LaLanne, and others, and to have

your techniques fill the exercise history books next to other great trends like Cardio Striptease™, TAEBO® and Spinning™.

The idea for the contest comes from Crunch Fitness and their advertising agency DiMassimo Brand Advertising. “Diversity in exercise affords people the opportunity to find a workout that fits their personality and interests,” explains Jim Solomon, CEO of Crunch Fitness. “We are using this contest to promote the fact that exercise, regardless of method, is the key to good health. We believe that this contest will create a workout that’s innovative, fresh and fun, and at the same time, hopefully fulfill someone’s desire for fitness fame.”

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 26 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.

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