



For Immediate Release
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Fitwall partnering with experienced investor group for expansion to Colorado

- Franchisee to open studios in Greater Denver area, surrounding communities -

IRVINE, Calif. – February 19, 2015 – Fitwall, one of the world’s most innovative fitness companies, announces entrepreneur Megan Busby, together with her investor group, will bring the first Fitwall studios to Colorado this year.

It’s part of Fitwall’s strategy to sign similar deals for 200 studios in the next 24 months after recently launching a franchise platform.

“There is endless opportunity with successful franchisors like Megan by our side,” said Michael Webb, Fitwall’s president. “We’re extremely excited to welcome such a talented group with strong business acumen and passion for fitness to help bring the absolute best in studio fitness to the people of Colorado.”

Fitwall will be owned and operated by Megan Busby and investors of Busby Baker LLC. The Baker/Busby family has a more than 50-year successful track record of owning and operating hundreds of the most iconic franchised concepts in the world. This group of advisors and industry experts have been a top-performing multi-unit franchisee in the Greater Denver area, throughout Colorado and in several other states. Busby has experience in marketing and holds an MBA from the University of Denver.

“As a former gymnast, I look to stay challenged through various forms of exercise and have never experienced a better workout than Fitwall,” said Busby. “That’s why we’re excited and eager to bring the future of fitness to the residents of Denver and surrounding areas. Fitwall is the perfect complement to the Colorado lifestyle.”

Fitwall studios offer high-intensity interval training sessions that deliver strength, cardiovascular fitness and flexibility all in 40 minutes. Members check in on an iPad and click into the Fitwall using a Bluetooth heart rate monitor known as a peanut. Fitwall utilizes a proprietary metric called the FIT (Fitwall Intensity Training) Factor, a data calculation that helps clients use the technology to track progress and maximize results throughout the session.

Busby joins real estate, fitness, consumer goods and operations experts as an investor in and advisor to Fitwall Ventures LLC. The group launched its franchise platform through a subsidiary, Fitwall Studios Systems LLC. The move was in response to hundreds of unsolicited inquiries from around the world to bring the Fitwall experience to more consumers.

Fitwall Denver is slated to open this spring or summer, in addition to the other franchised studios in Los Angeles and the Detroit Metro area. Fitwall's current corporate-owned locations include San Diego and Newport Beach.

About Fitwall

Fitwall is 40 minutes of fun and innovative training that combines world-class coaches with the latest in technology for the most effective and efficient workout possible. Fitwall's inviting approach enables members to experience the future of fitness while achieving better results than ever imagined. To learn more visit Fitwall.com.

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