



For Immediate Release
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**Fitwall partnering with Michigan entrepreneur, physical therapy expert
for expansion to Great Lakes, Midwest**

*- Franchisee to open studios in the Michigan communities of Ann Arbor, Brighton and
Birmingham -*

IRVINE, Calif. – January 22, 2015 – Fitwall, one of the world’s most innovative fitness companies, announces entrepreneur and developer Rodney Goble and partners will bring the first Fitwall studios to the Great Lakes and Midwest Region.

The announcement is part of Fitwall’s strategy to sign similar deals for 200 studios in the next 24 months.

“Fitwall is pleased to have Rodney on board as an advisor, investor and franchisee. His insight into the Michigan marketplace, as well as the entire Great Lakes and Midwest Region of the U.S., will serve as a meaningful competitive advantage as Fitwall continues our global expansion,” said Michael Webb, Fitwall’s president. “Our success is driven by integrity, expertise and hard work, all qualities which Rodney Goble embodies.”

Through Kingston Fit LLC, Goble and his partners, which include his wife and long-time business associate Amy Goble, have entered into an Area Development Agreement with Fitwall Studio Systems LLC to own and operate a number of franchised Fitwall studios. They have assembled a team of top tier advisors and industry experts for this endeavor including renowned strength trainer Mike Barwis. Initial studios will be located in the Michigan communities of Ann Arbor, Brighton and Birmingham.

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 propriety 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.

Goble was the Founder, CEO and President of Michigan Rehabilitation Specialists (MRS), the largest physical therapy and athletic training group in the state. In 2013, MRS was acquired by ATI Physical Therapy, one of the top physical therapy companies in the nation and the largest employer of athletic trainers in the U.S.

“As a former athlete and physical therapist, I understand and appreciate the power of fitness and proper exercise physiology. I believe Fitwall offers the best fitness experience in the world and a product that genuinely improves the health and well-being of its members,” said Goble. “My experience as a health practitioner, builder and operator of physical therapy clinics throughout the state of Michigan provides me a unique perspective here. Fitwall is poised to transform the fitness industry, and I am pleased to be leading the charge in the Great Lakes and Midwest.”

Goble also joins real estate, fitness, consumer goods and operations experts as an investor in and advisor to Fitwall Ventures LLC. The group recently announced the launch of a franchise platform through its 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.

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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