



Contact: KJ Greenwood  
612-877-1107  
[kj.greenwood@fitwall.com](mailto:kj.greenwood@fitwall.com)

***FOR IMMEDIATE RELEASE***

**FITWALL TO REDEFINE FITNESS AS ORANGE COUNTY KNOWS IT WITH OPENING OF  
NEW FASHION ISLAND STUDIO**

*Expected to open in August 2014, the new studio will offer the program, coaches and technology that help people achieve better results than ever imagined*

**NEWPORT BEACH, Calif. (June 11, 2014)** – [Fitwall](http://Fitwall.com), the future of fitness, today announced plans to open its newest studio in Newport Beach, Calif. in summer 2014. Marking the Company’s first location in Orange County, Fitwall Newport Beach will provide members with an efficient and effective way to achieve better health and fitness results than they’d ever imagined. The studio includes 14 Fitwall stations, world-class coaches, cutting-edge technology and, most importantly, fun. To further complement the innovative fitness studio, Fitwall Newport Beach will also feature luxurious changing rooms with showers, retail space and easy access to parking. Located in Newport Center, the new studio is conveniently located in Fashion Island, Orange County’s premier coastal shopping destination.

“We are excited about expansion and the opportunity to bring Fitwall’s unique, fast-paced and fun approach to fitness to Newport, where our company is headquartered,” said Mike Webb, president, Fitwall Studios. “Unlike the typical group fitness or personal training experience, Fitwall provides more than 12 data points per second for each member. The result is an enjoyable workout that won't waste a member’s time and guarantees measurable progress.”

The new studio will offer 40-minute, interval-style sessions on an actual Fitwall, a ladder-like device with hand and foot grips to allow for vertical up and down movement developed by engineers and exercise experts. Members check in on an iPad, click into the wall using a Bluetooth heart rate monitor known as a peanut, and receive constant feedback from the heart rate monitor and iPad throughout the session.

Each workout incorporates a series of moves like pull-ups, kicks and squats by stepping, pulling and jumping on rungs. Interspersed throughout are planks, rows and groundwork done with weighted resistance bungees attached to the Fitwall. The combinations of movements, adjusted based on each

individual's fitness level, are designed to train the body as a whole, instead of in pieces, to mimic the way the body is designed. This innovative approach lends itself to incredible athletic gains as well as quick changes to muscle gain and fat loss.

Added Webb, "From start to finish, our 40-minute workout is designed to push your body as hard as possible and as efficiently as possible, while still allowing you to progress at your own pace."

A sneak preview of Fitwall's new location, along with exclusive membership opportunities, will be available beginning in July. A comprehensive preview of Fitwall's innovative approach to fitness is available online at [Fitwall.com](http://Fitwall.com).

To learn more about Fitwall and its studio locations, visit [Fitwall.com](http://Fitwall.com). The future of fitness also can be found on [Twitter](#) and [Instagram](#) by following @Fitwall with #trainsmarter and by liking [the Fitwall Facebook page](#).

### **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. Our unique approach on and off the wall works the body as a whole rather than in pieces, building strength, cardio and flexibility, helping our members to train smarter rather than longer or harder. Recognized as the future of fitness, Fitwall's inviting approach enables members to achieve better results than ever imagined. To learn more about our company, its people and our technology, visit [Fitwall.com](http://Fitwall.com).

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