



**For Immediate Release**  
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## **Former Massage Envy exec joins Fitwall to lead franchise development**

*- Fitness company welcomes Lori Merrall in response to significant interest in franchise platform -*

**IRVINE, Calif. – February 17, 2015** – Fitwall, one of the world’s most innovative fitness companies, announces the addition of Lori Merrall as its Vice President of Franchise Sales.

Fitwall recently launched a franchise platform with plans to sign deals for 200 studios in the next 24 months.

“After receiving an overwhelming amount of unsolicited inquiries from around the world to bring Fitwall to more consumers, we’re excited and energized to have a franchise expert like Lori in this new role,” said Michael Webb, Fitwall’s President. “Lori understands better than anyone how to run a world-class franchise platform with her proven success with leading brands.”

Most recently, Merrall spent five years with one of the largest franchise systems in the country as National Director of Franchise Sales for Massage Envy Franchising LLC. During her tenure, the company’s revenue grew 36.9 percent to \$1.2 billion, according to IBISWorld, after opening over 1,000 locations in 49 states. Prior to Massage Envy, she spent several years with Kahala Corp, franchisor of brands such as Cold Stone Creamery and Blimpie Subs. Merrall is a Certified Franchise Executive (CFE) designated by the International Franchise Association (IFA).

“Fitwall is a very important player in studio fitness and there is nothing comparable in the industry,” said Merrall. “I couldn’t be more excited to work with select franchisees in the U.S. and abroad to bring this life-changing workout to new markets everywhere.”

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, click into the Fitwall using a Bluetooth heart rate monitor to receive constant feedback throughout the workout. Fitwall utilizes a propriety metric called the FIT (Fitwall Intensity Training) Factor, a data calculation that helps clients track progress and maximize results.

Fitwall’s current locations include San Diego and Newport Beach. The first franchised studios are opening this year in Los Angeles, Denver and the Detroit Metro area.

**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](http://Fitwall.com).

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