



**For Immediate Release**  
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## **Fitwall adds sports icon Julius Erving as advisor for global expansion**

*- NBA Hall of Famer to work with management team, franchisees on fitness and strategic opportunities -*

**IRVINE, Calif. – February 3, 2015** – Fitwall, one of the world's most innovative fitness companies, announces Hall of Fame American basketball player Julius “Dr. J” Erving has joined Fitwall as a strategic advisor.

The announcement follows the launch of Fitwall’s new franchise platform and plans to sign deals for 200 studios in the next 24 months.

“There is added pressure on someone like Julius to choose the best possible business opportunities and we’re pleased he is partnering with Fitwall to bring unprecedented change to the fitness industry,” said Michael Webb, Fitwall’s President. “His understanding of athletics, the sports business and fitness universe will bring tremendous value as we expand globally.”

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 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.

Erving noted, “I exercise regularly on the Fitwall and feel stronger than I have in years. The workout is fun and delivers extraordinary results in a fraction of the time. The global fitness industry is ready for change and I’m excited to help make Fitwall even more accessible to a broad range of consumers; be they young, old, amateur or professional.”

Erving helped launch a modern style of basketball play that emphasized leaping and play above the rim. He played on three championship teams, received four Most Valuable Player Awards and achieved three scoring titles with the ABA’s Virginia Squires and New York Nets (now the NBA’s Brooklyn Nets) as well as the NBA’s Philadelphia 76ers. Erving retired as the third leading scorer in NBA/ABA history, and was renowned for his slam dunking from the free throw line in slam dunk contests. He is the only player voted Most Valuable Player in both the American Basketball Association and the National Basketball Association and was inducted into the Basketball Hall of Fame in 1993.

Fitwall Ventures LLC recently announced that through its subsidiary Fitwall Studios Systems LLC, it's working with select franchisees in the U.S. and abroad to bring what has been described as the "Apple Store of fitness" to new markets. The launch of the franchise platform 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](http://Fitwall.com).

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