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## THE RUSH FITNESS COMPLEX

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# PRESS RELEASE

## The Rush Tops 17 Locations With Addition of 7 N.C.-Based Facilities and an Additional Club in the Knoxville Area

### *Tennessee Company Enjoys Successful Expansion Outside The Volunteer State*

**GREENSBORO, N.C.** – The Rush Fitness Complex, a Tennessee-based health club company committed to merging exercise with entertainment, has chosen North Carolina’s Piedmont Triad—Greensboro, Winston-Salem, and High Point—for its first expansion outside the Volunteer State. The move brings The Rush’s total number of facilities to 17 and marks the beginning of an aggressive expansion strategy set forth by the company’s President and CEO, Larry Gurney, to have over 20 locations by the first quarter of 2009.

*“After enjoying much success throughout Tennessee, we’re happy to bring The Rush experience to North Carolina. The region has the people, culture, and vibrant business environment needed to help foster the introduction of a revolutionary fitness concept: physical fitness can be fun,”* said Gurney. *“As more people embrace this growing trend, we’ll continue to expand the breadth of our fitness complexes, including additional North Carolina locations later this year.”*

Current Rush members enjoy equipment such as rock-climbing walls, trampoline basketball, indoor batting cages, and a mechanical bull in addition to hundreds of cardio and strength machines. In the complex’s childcare facilities, children up through age 12 get a fitness-oriented experience and children ages 10 through 12 can participate in the kid-fit personal training program. The Rush’s personal training program, the foundation for the health club’s continued success, not only provides expert guidance for attaining a variety of fitness goals, but also provides members with nutritional counseling and functional meal plans.

For more information about The Rush, visit the company's Web site at [www.therush247.com](http://www.therush247.com).

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