



## **Equinox Fitness Clubs continues expansion despite economic challenges**

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When the going gets tough, the tough get fitter, and healthier. So it stands to reason that Equinox Fitness Clubs is still going strong despite these challenging economic times.

"We are continuing to execute our growth strategy not only for this year but for many years to come. To that end we are actively pursuing real estate and expansion opportunities in the major urban markets," said Equinox CEO, Harvey Spevak.

Known for its programming, facilities, high-profile clientele, plus its design from architects David Rockwell, Arthur Casas, Piero Lissoni and Clodagh, Equinox now has over 45 locations nationwide, including the four new clubs it opened last year.

This year despite the continuing economic downturn, the company has already opened a new club on in the city's Upper East Side, completely redeveloped and reopened its original flagship, located at 344 Amsterdam Ave. at 76th St. on the Upper West Side and is set to open its second Boston location this spring and its first Dallas location in Highland Park.

"We have always satisfied the needs of the discerning fitness consumer who expects both high quality service and results at a value," Spevak said. "There is still a strong demand for state-of-the-art fitness clubs with highly skilled professionals, innovative programming and fair pricing."

Equinox also plans to open new Pure Yoga locations including a flagship studio in Los Angeles and additional Pure Yoga studios in New York City and Southern California. The company originally joined forces with Asia's top yoga studio last year when it launched Pure Yoga's first American outpost in New York City.

Meanwhile, Equinox expects 2010 to be another year of active expansion; including its first club in Bethesda, MD. In addition, according to Equinox's Chief Development Officer, Jeff Weinhaus, the company is actively seeking further real estate opportunities in the New York metro area, Southern California, San Francisco, Boston, and D.C. markets.

Since it opened its first club in 1991, Equinox has developed a total lifestyle brand that symbolizes service, value, quality, expertise, leadership, innovation, a keen eye for detail and serious results. Equinox Fitness Clubs offers an integrated assortment of Equinox-branded programs, services and products, including strength and cardio training, group fitness classes, personal training, spa services/products, trainer certification/continuing education programs, apparel and food/juice bars.

Americans first became acquainted with Pure Yoga, Asia's premier yoga studios, when the company partnered with Equinox Holdings Inc. in 2008 to open its first U.S. location in New York City. Pure Yoga is best known for its extensive schedule and for housing an incredible variety of both traditional and contemporary yoga practices in one 20,000 square foot modern minimalist space. Its more than 20 full-time certified instructors are dedicated and passionate. Workshops for all levels

taught by internationally-acclaimed guest yoga masters and world-respected teacher training programs round out Pure Yoga's offerings to ensure students experience a deeply rewarding yoga journey.

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