



For Immediate Release

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A Fresh Start for the New Year *The Concourse Club ReOpens as The Club at Morristown*

Morristown, NJ (January 11, 2010)- Alongside the renaissance of Morristown and the recent \$7 million dollar renovation of the Hyatt, there is yet another enhancement to Headquarters Plaza – The Club at Morristown.

Beginning this month, the once Concourse Club, will undergo extensive renovations to upgrade the multilevel health club facility, under the direction of new owners and management. The Club at Morristown will remain open for existing members, as well as any newcomers during the reconstruction of the facility, which will be minimally intrusive. Room by room, a transformation will take place that will ultimately lead to a luxurious health club featuring the most modern equipment including RealRyder spin bikes, Life Fitness, Precor, Techno and Free Motion, numerous classes, personal trainers and more, including a full-service salon and day spa.

The structure itself isn't the only thing getting a facelift.

The Club's main objective is to restore the fitness center to its peak, not just from an operational standpoint, but also from the viewpoint of its members and guests. They will revisit the ideals of service first by accommodating the fitness needs of all those that walk through the doors of The Club and provide a fitness experience with trained, educated and motivated personal trainers and staff.

"We want to get away from the 'hamster-in-the-cage mentality' that makes working out tedious," states Shannon Cutrona, new General Manager of The Club. "The new staff will focus on upgrading their traditional training methods in their usual environment, to an elegant, upscale and modern facility with pick-up-and-carry work-out items that you wouldn't typically see."

Following the teachings of highly-acclaimed fitness professionals, Dr. Stuart McGill, Gray Cook and Brett Jones, The Club at Morristown will focus on putting together programs that will help people feel better in the gym and in everyday life while feeling pampered, relaxed and stress free.

Shannon Cutrona, an athlete her whole life, comes to Morristown from New York Sports Club and Fitness Wellness Professional Services where she was a Pro-trainer and Fitness Director at these facilities. Currently she is working on her Russian Kettle Belt Certification and training, once again, for a marathon while revamping the training methods of the health club to focus on Functional Movement Screens and correcting the everyday physical ailments that most people have from sitting at their everyday nine to five jobs.

The health club will also include many upscale amenities that this area has yet to see – secure child care and children’s activities, complimentary underground parking, indoor pool and the newest state-of-the-art equipment.

Scheduled for completion in Summer 2010, the health club will become a destination. Residents and visitors alike will find everything to treat themselves right, all under one roof.

The Club at Morristown is located within Headquarters Plaza in downtown Morristown, along with the Hyatt Morristown Hotel, Ming & Mehndi restaurants and Clearview Cinemas, which offers ten movie theaters.

To learn more about The Club at Morristown, please visit www.theclub-fitness.com or call 973.644.9590.

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About Fitness Ventures, LLC – The Club at Morristown

Fitness Ventures, LLC is a holding company focused on the fitness and health club industry. The Club at Morristown, located at Headquarters Plaza in Morristown, NJ, is the first of many high-end, luxurious health club facilities complete with state-of-the-art equipment, including RealRyder spin bikes, Life Fitness, Precor, Techno and Free Motion, an indoor pool, service-first oriented staff and highly-educated trainers. The 36,000 square feet allow each member and guest the optimal work-out experience, including the option to take advantage of The Club’s full-service salon and day spa. For more information please visit www.theclub-fitness.com or call 973.644.9590.