



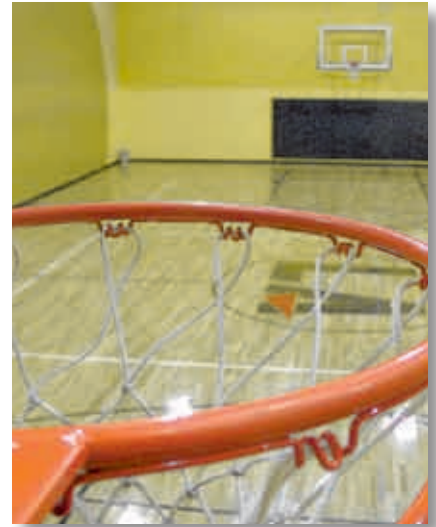
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## LA Fitness Comes to Frisco

By DeAnn Daley Holcomb

LA FITNESS, WITH OVER 120 SPORTS CLUB LOCATIONS in eleven states across the country, is pleased to announce that it has chosen Frisco as the site for its first new club construction in Texas. Late in 2004, LA Fitness entered the Texas market by acquiring the Signature Athletic Club on Preston and Beltline, but the Frisco club represents the Company's first new facility in the Metroplex market. Currently under construction at 9190 State Highway 121, the new Frisco club will be a 45,000-square foot, two-level facility that will be equipped with the latest state-of-the-art equipment and offer fitness programs from indoor cycling to kickboxing and Pilates, as well as a lap pool and basketball and racquetball leagues and tournaments.

LA Fitness Vice President Stan Yasuda said the company chose Frisco because it is a vibrant, growing community with an active population, making it an ideal place to introduce the company's sports club concept into Texas.

"We offer a sports club experience at a fitness center price, and it gives people more work-out variety at a

great value," Yasuda said.

You can enroll now for the new club (scheduled to open in September) at a reduced rate at the preview office located at the Northeast corner of State Highway 121 and Preston Road or at the mall kiosk (next to the Starbucks) on the lower level of the Stonebriar Centre. Early enrollees are welcome to use the strength training and cardio equipment in the preview office at no additional charge until the club opens in the fall.

LA Fitness is excited to be part of the Frisco community and invites you to visit the preview office to learn more about what Frisco's newest health club has to offer. Office hours are 8am to 9pm on Monday through Friday, 8am to 8pm on Saturday, and 8am to 6pm on Sunday.

Ready, set, go-get-fit-Frisco!

*DeAnn Daley Holcomb is a freelance writer living in Plano.*

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