



Press release
Media Release

Fitness First Magazine Now Available As a Free Download for iPad

The world's largest privately owned health club - Fitness First has released the *Fitness First Magazine App* a free download of Fitness First magazine for iPad. This launch provides you with access to even more information than the hard copy magazine to help you take your fitness, health and wellness to the next level.

The *Fitness First Magazine App* includes extras such as:

- videos of the exercises in our training programs to help you master safe and correct technique
- exclusive video messages from contributors, providing you with training tips and supplementary information not included in the hard copy version of the magazine
- behind the scenes video footage
- ability to instantly enter competitions (if online at the time of viewing)
- ability to instantly send feedback to the editor (if online at the time of viewing)

Fitness First, Director of Fitness, Grant Twible is thrilled to be able to bring more content to readers.

"At Fitness First we're passionate about making Australia fitter and we're excited that the launch of *Fitness First Magazine App* now provides readers with even more information on how to lead a healthy and fit lifestyle," said Twible.

"Jam-packed with practical training, nutrition, weight management and lifestyle information, *Fitness First Magazine App* is all you need to take your health, fitness and wellness to a whole new level."

Analee Matthews, Editor of Fitness First magazine, says *Fitness First Magazine App* can only help enhance your healthy lifestyle.

"The team at Fitness First magazine is excited about how this new technology will enable us to provide not only more information, but also enhance the tips and training programs we supply through visual tools such as videos of exercises which will boost our readers knowledge, motivation and enthusiasm for getting fitter and healthier," said Matthews.

Fitness First Magazine App is free, available bimonthly online and accessible by going to <http://itunes.apple.com>

Ends

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About Fitness First Australia

Fitness First is the largest privately owned health club group in the world with over 500 Fitness First clubs worldwide reaching over 1.4 million members in 19 countries. In Australia there are 93 Fitness First clubs with over 350,000 members. Every month there are more than 2 million visits to a Fitness First club in Australia, with over 200,000 personal training sessions and more than 20,000 Group Exercise classes. Our mission is simple. We want to make the World a **fitter** place. www.fitnessfirst.com.au