

MEDIA RELEASE
18 MAY 2010



**FITNESS FIRST ISSUES CHALLENGE – COME TO OUR CLUB OPEN DAYS TO EXPERIENCE
PPCA-FREE MUSIC IN GROUP FITNESS CLASSES FOR YOURSELF**

In response to yesterday's decision by the Copyright Tribunal to substantially increase Phonographic Performance Company of Australia (PPCA) fees by 1500% and unfounded criticism of PPCA-free music, Fitness First Australia will open the doors of its clubs on Saturday 29th May for anyone to experience PPCA-free music in group fitness classes and judge for themselves.

Fitness First Australia Managing Director Peter Stirling Benson said the Copyright Tribunal decision meant the company had to take steps to protect its members from potential impact by using alternative music sources.

"Our priorities are making fitness accessible to all Australians whilst maintaining the quality of our services for our members," said Stirling Benson.

"Fitness First has been using PPCA-free music in our clubs for several years, however as a precaution against a possible significant PPCA increase, we took a decision earlier this year to move to 100% PPCA-free music in our clubs from June 1st 2010.

"I challenge anyone to say the PPCA-free music impacts the quality of the group fitness class in any way and we are more than happy to showcase the classes for free during these open days.

"In fact, the PPCA-free music we are using is arranged to suit the purpose of fitness classes, with suitable beats per minute so in most cases it actually improves our members' workouts.

"I am completely confident in the quality of our PPCA-free group fitness classes and welcome anyone to come and experience this for themselves."

Fitness First Australia clubs will provide free access to group fitness classes as per timetable schedules on Saturday 29th May 2010. To find a Fitness First club near you and to check the opening times and group fitness class timetables go to www.fitnessfirst.com.au.

Ends.

Further media information/interviews:

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About Fitness First

Fitness First is the largest global health club operator with over 540 clubs worldwide reaching over 1.4million members in 19 countries throughout Australia, UK, Europe, Asia and the Middle East. In its tenth year of operation in Australia, Fitness First now has over 350,000 members across 93 health club facilities located in Victoria, ACT, New South Wales, South Australia, Queensland and Western Australia. The facilities provided at most Fitness First clubs include; Cardio Theatre exercise entertainment area, Personal Training, Group Fitness classes (Body Pump, Body Step, Body Combat, Body Jam, Body Attack, Body Balance, Pilates, Yoga and Boxing to name a few), Play Zone for kids and steam rooms. Fitness First Australia is the "Official Fitness Partner of the Australian Olympic Team" for the 2008 Beijing Olympics, 2010 Vancouver Winter Olympics and the 2012 London Olympics. Fitness First's mission is to make the world a **fitter** place. For further information visit www.fitnessfirst.com.au

Interesting Facts About Fitness First Australia

- Today over 50,000 people will work out in a Fitness First club in Australia.
- The busiest club is Bond St in Sydney CBD where approximately 2,700 people train every day. Their busiest day is Tuesday.
- Each week Fitness First runs over 5000 Group Fitness classes around Australia.
- Fitness First has approximately 1800 Group Fitness Instructors training almost 100,000 members each week.
- Fitness First has 1800 Personal Trainers running one-on-one sessions with over 45,000 members each week.
- 5,600 secondary school students participate in free Group Fitness classes at Fitness First each week.
- The age of the oldest Fitness First member is 91. He trains every second day.