

January 21, 2008

Scott Murphy

National Corporate Relations

American Heart Association

Hello Mr. Murphy:

I'm pleased to inform you that, through a "Third-Party Fundraiser," Anytime Fitness, Inc. and our family of franchised clubs raised \$6,896.00 (checks enclosed) for the American Heart Association, which we hope you will dedicate towards research, community programs and education in the battles against cardiovascular disease and stroke. This was our first attempt at raising charitable funds as a franchise. We hope to do much more the American Heart Association in the years to come.

The money was raised by participating clubs through a month-long campaign which we called "Celebrating Everyday Super Heroes." Anytime Fitness club owners and staff members encouraged businesses and individuals to honor local "super heroes" in their respective communities with donations to the American Heart Association. Photos of the everyday super heroes – who ranged from teachers to firefighters to babysitters – were posted on certificates and displayed on walls throughout the clubs.

In addition to the funds collectively raised for the American Heart Association, Anytime Fitness clubs raised an equal amount of money for smaller worthy causes in their individual communities.

Anytime Fitness and the American Heart Association share many of the same goals. We both believe in the important role exercise plays in combating cardiovascular disease and stroke. Accordingly, Anytime Fitness is dedicated to providing our members with affordable, friendly and convenient fitness options. Anytime Fitness also appreciates and has great respect for the very important work conducted by the American Heart Association.

We hope our contribution helps you in your mission.

Sincerely,

Mark Daly

National Media Director, Anytime Fitness, Inc.

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Founded in 2002, AF is now the #1 co-ed fitness club in the world. AF doubled in size in 2007 and now has more than 600 clubs open in 45 different states and is aggressively expanding in Canada. In addition to the 600 open clubs, another 1,200 AF franchise territories have been sold. By the end of 2008, AF expects to open its 1,000th club. Just last week, AF was named one of the top 100 (#75) franchises of any type by Entrepreneur magazine.