



For Immediate Release:

Contact: Tara Dosh
651-438-5032
tara@anytimefitness.com

Maureen Cahill
612.385.9164
MCahill@mcfarlandcahill.com

ANYTIME FITNESS RELEASES "WEIGHT OF THE UNION" REPORT

Late Night Workouts, Getting Paid to Workout and Online Health Tracking Among Key Trends

Hastings, MN (January 27, 2011) Americans embracing the need to get fit are finding time whenever they can to exercise. In fact, a recent study found that more than 900,000 people worked out between midnight – 4 a.m. in 2010. The study also found that contrary to popular belief, March is the busiest month for hitting the gym.

The statistics are part of Anytime Fitness' "Weight of the Union" Report, which examined the fitness and nutritional habits of its one million members. Anytime Fitness is the world's fastest growing co-ed fitness club with 1,500 clubs in 50 states and 7 countries.

The study also found that financial incentives were a significant motivating factor in recurring gym visits. In fact, Anytime Fitness members received nearly \$3 million in reimbursements from their insurance companies for working out 12 times a month or more.

"This report is an encouraging sign that more people are taking the necessary steps to improve their lives through fitness and nutrition," said Chuck Runyon, CEO and co-founder of Anytime Fitness. "At Anytime Fitness, we strive to remove the physical and emotional barriers that prevent individuals from getting healthy – offering 24 hour-a-day, 365 days-a-year convenience; affordable membership dues; and an environment that is non-intimidating, supportive and caring."

Additional findings include:

- Late-night workouts from midnight to 4 a.m. totaled 900,223 in 2010 – that's 2,466 per day.
- States with the highest gym usage per member: New Hampshire, Minnesota, Delaware, Connecticut, Vermont.
- Gym usage decreases with age: 32 percent were in their 20s; 24 percent were in their 30s; 19 percent were in their 40s; and 18 percent were in their 50s and beyond.

- Anytime Fitness gyms are the busiest from 5 – 6 p.m. on Mondays.
- Most popular day of the year: May 17 (more than 75 percent more popular than the average day)
- Least popular day: December 25 (less than 33 percent less popular than the average day)

In addition to creating an optimal workout environment, Anytime Fitness offers online fitness and nutritional support on AnytimeHealth.com – a personalized wellness tool that offers scientifically accurate health trackers, health information from expert sources, fun contests, community forums and much more.

Data compiled from 235,000 active users on AnytimeHealth.com reveals that in 2010, members lost over 90,000 pounds and burned more than 150,000,000 calories.

Anytime Fitness plans on releasing “The Weight of the Union” Report on an annual basis in an effort to gauge the country’s progress in health and fitness.

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About Anytime Fitness

Founded in 2002, Anytime Fitness is now the fastest-growing fitness club franchise in the world, with more than 1,500 clubs worldwide. Open 24 hours a day, 365 days a year, Anytime Fitness prides itself on providing its members with convenient and affordable fitness options in friendly, well-maintained facilities that feature top-quality exercise equipment. Clubs are now open in all 50 states, Canada, Mexico, Australia, New Zealand, the United Kingdom, India and Japan. Join one club and have access to them all. Members also enjoy free access to AnytimeHealth.com, the most comprehensive wellness website available.

About AnytimeHealth.com

Launched in 2010, Anytime Health is quickly becoming the best health and wellness website on the Internet. This comprehensive, open-access web portal is dedicated to nutrition, fitness, and disease prevention and management. It’s essentially a one-stop shop for all of your health and wellness needs, and includes a diet tracker, activity tracker, workout planner, and a robust community with support groups and a unique question and answer section. To check out the tools and features, sign-up for a free account, purchase a premium subscription or join an Anytime Fitness club near you!