



PRESS RELEASE

fitRewards! Loyalty and Reward Program now offered at Loggerhead Fitness in Juno Beach!

August 29th, 2007 - Juno Beach, FL - Loggerhead Fitness of Juno Beach, FL announced they have brought the fitRewards! program to the members of their club. "We were searching for an innovative way to make our membership experience more valuable and also to thank our members for their loyalty," stated Rick Opton, Club Owner. "We are excited to be one of the only clubs in the area to offer fitRewards!."

fitRewards! is a free member-appreciation program that rewards club members for their ongoing participation at the club. Each time a member completes a qualifying event, that member will earn points that they can accumulate and redeem for brand-name gifts and club services.

Members earn points by participating in club programs, referring a friend to enroll or using the club regularly. Members accumulate points in their online account, accessed via the club's website, and can redeem them online at their discretion after attaining point levels that match the gifts they want.

The program was developed specifically for the fitness industry. Until now, there have been no loyalty programs, similar to airline frequent-flyer programs, for health clubs. fitRewards! meets that need and gives health clubs a way to thank loyal members.

Loggerhead Fitness promises to proactively assist in meeting the individual health and wellness goals of their members. Cleanliness and friendliness are why members join and stay. Loggerhead Fitness strives to offer the latest in techniques, training, support and programs. For more information contact Loggerhead Fitness at 561-625-3011 or via email at fitrewards@loggerheadfitness.com.
