

→ FEBRUARY 2008

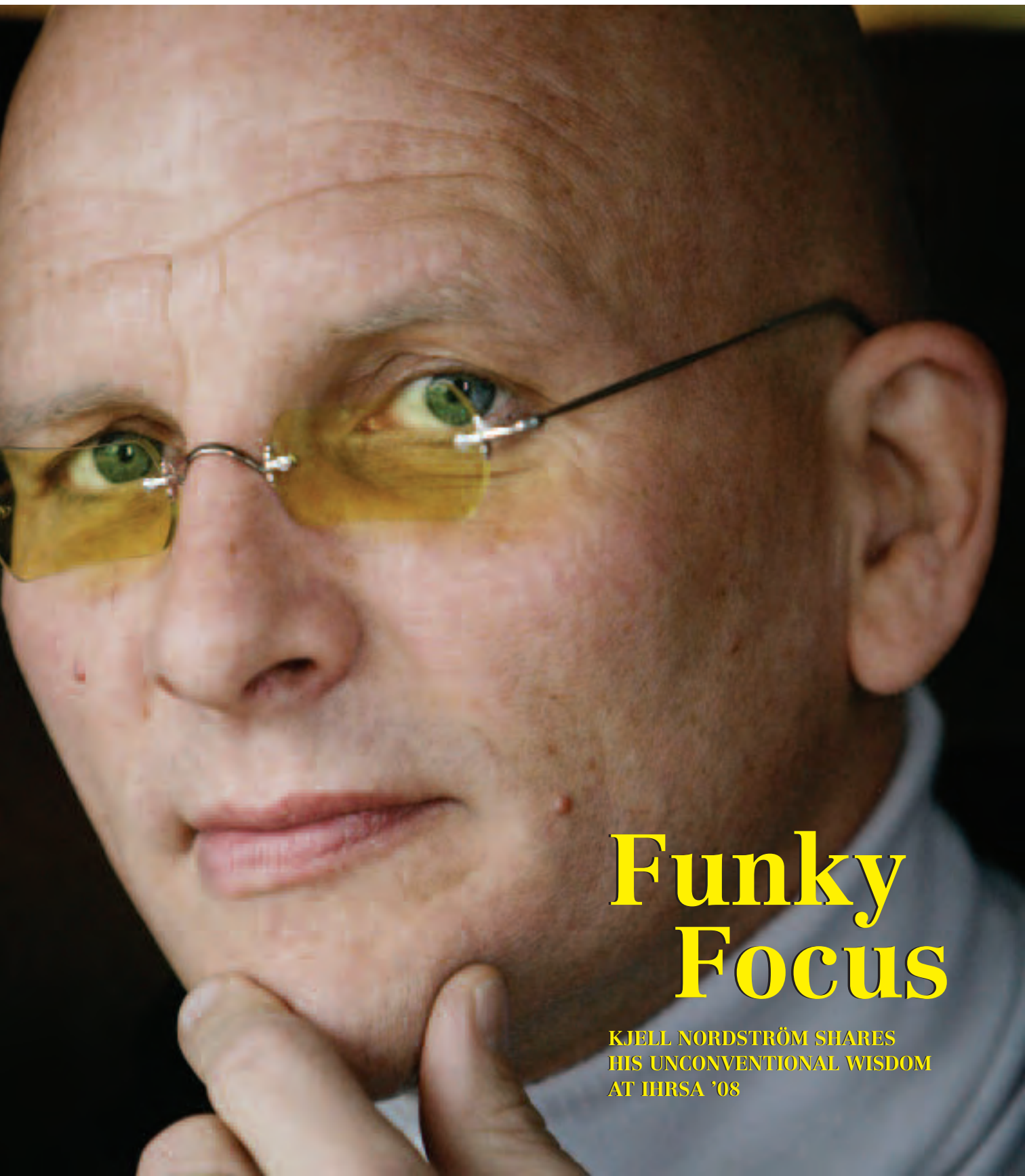
# CLUB BUSINESS INTERNATIONAL

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## Funky Focus

KJELL NORDSTRÖM SHARES  
HIS UNCONVENTIONAL WISDOM  
AT IHRSA '08

## Club Openings

### fitness dk Breaks Records at its 33rd Club

Already the largest chain in Denmark, fitness dk continues to dominate its competitors with the opening of its 33rd club, in the town of Birkerød. The facility, at approximately 15,000 square feet, features an aerobic/boxing area; a spinning studio; a gym featuring the latest Technogym equipment; a wellness area; and steam and sauna. According to fitness dk CEO Rasmus Ingerslev, the Birkerød club broke presale records for the chain, signing up nearly 3,000 members by the end of opening day.



"We now serve 90,000 members, which means that one out of every four people who do fitness in Denmark is a member of one of our clubs," Ingerslev observes.

Ingerslev was recently honored as the European Club Leader of the Year during IHRSA's 7th Annual European Congress in Paris. —

### \$6.5-Million MAC Opens at Harbor East

The Maryland Athletic Club (MAC), in Timonium, Maryland, has unveiled its \$6.5-million, 54,000-square-foot Maryland Athletic Club & Wellness Center at Harbor East. The center features six exercise studios designated for yoga, Pilates, tai chi, Kinesis, and group-cycling classes; 10,000 square feet of strength and cardiovascular equipment, the latter with personal viewing screens; four squash courts; and an aquatic facility that houses a 25-yard lap pool, two warm-water therapy pools, and a whirlpool.

"MAC at Harbor East redefines fitness and wellness in Baltimore," says Tim Rhode, MAC's owner. "It will provide the ultimate in fitness technology to help people in Baltimore get fit and remain healthy." —



### NYSC Debuts in West Hartford

New York Sports Clubs (NYSC) has opened its first club in the West Hartford, Connecticut, market, bringing the number of facilities it operates in the state to nine. The 35,000-square-foot club is located at Blue Back Square, a new upscale mixed-use development that features such high-end retailers as REI and Whole Foods. The club offers a four-lane pool, a therapy pool, and a whirlpool; a dedicated personal-training area; group-exercise, cycling, yoga, and Pilates studios; a childcare facility; and more.

NYSC is owned by Town Sports International Holdings, Inc. (Nasdaq: CLUB), which operates 149 clubs under the NYSC, Boston Sports Clubs, Philadelphia Sports Clubs, and Washington Sports Clubs banners. —

## Franchising

### Curves Launches Franchise Initiative in Vietnam



In early December, Gary Heavin, the co-founder and CEO of Curves International, Inc., made an appearance in Ho Chi Minh City (HCMC), Vietnam, to announce the start of franchise sales in that country via a separate master-franchise company,

Curves Vietnam Co., Ltd. "Curves Vietnam can now start franchising in Vietnam," he proclaimed at an event held at the Caravelle Hotel in downtown HCMC, the *Saigon Times* reported.

Curves Vietnam has already opened its first two clubs in HCMC, and Christina Bates, the president of the company, says that, over the next three years, it intends to field some 50 units in major cities. In addition to HCMC, those will include Hanoi, Danang, Can Tho, Haiphong, and Nha Trang. The firm also intends to sign and make use of a secondary master franchiser, beginning early this year, notes Bates.

Curves Vietnam is currently accepting applications for approximately 50 exclusive franchise territory licenses in the country.

Curves International now has some 10,600 units in 50 countries and territories worldwide. —

## Award-Winning

### Plus One Shoots Up the Growth Charts

Plus One Health Management, Inc., was recently recognized as a corporate wellness management leader. With a sales growth rate of 39% since 2003, the New York City-based firm's success has been validated by its inclusion on the exclusive *Inc.* 5000 list of the country's fastest-growing companies. To qualify for the business magazine's prestigious endorsement, companies must be privately held and show four full calendar years of sales, beginning in 2003.

Plus One, whose clients include Fortune 500 investment banks, law firms, and media and energy companies, attributes its successful development over the past 21 years to several key factors, including sales growth in new industries, such as law, biotech, and energy; the introduction of new services (e.g., wellness program, physical-therapy clinics, and nutrition services); and the acquisition of Fitcorp's private-center contracts. —