



For Immediate Release

Contact: Elizabeth Ireland

Stalwart Communications

(858) 922-9983

elizabeth@stalwartcom.com

Fitwall partners with renowned entrepreneur Ethan Penner for expansion in new markets

- Franchisee Los Angeles Fitness Concepts Group LLC to open 10 studios in Los Angeles area and beyond -

IRVINE, Calif. – January 29, 2015 – Fitwall, one of the world’s most innovative fitness companies, announced that Los Angeles Fitness Concepts Group LLC, led by entrepreneur Ethan Penner and partners, will open 10 franchised Fitwall studios in Los Angeles and other select markets in 2015.

The announcement is part of Fitwall’s strategy to sign similar deals for 200 studios in the next 24 months.

“Who better to back Fitwall than one of our founding partners, Ethan Penner, who understands the exceptional, differentiated experience we offer as the future of fitness,” said Michael Webb, Fitwall’s President. “We’re pleased to grow together by expanding our footprint in the franchising business and bringing the best fitness experience in the world to Los Angeles and beyond.”

Penner founded Los Angeles Fitness Concepts Group LLC together with select partners in real estate, finance and fitness. The first of these Fitwall studios will open in Calabasas and Santa Monica as part of their Area Development Agreement with Fitwall Studio Systems LLC.

Penner noted, “The fitness industry is ready for change. I have been privileged to be part of revolutionary companies in the past and am convinced that Fitwall will bring unprecedented change to the fitness industry, enabling millions to enjoy a uniquely well-rounded and efficient workout with virtually no risk of injury. I am looking forward to working with our partners and friends at Fitwall to bring the best fitness experience in the world to consumers in Los Angeles. Our understanding of sports, business, real estate and finance position us to succeed in the global fitness marketplace.”

Fitwall studios offer high-intensity interval training sessions that deliver strength, cardiovascular fitness and flexibility all in 40 minutes. Members check in on an iPad and click into the Fitwall using a Bluetooth heart rate monitor to receive constant feedback throughout the workout. Fitwall utilizes a proprietary metric called the FIT (Fitwall Intensity Training) Factor, a data calculation that helps clients track progress and maximize results.

Fitwall Ventures LLC recently announced that through its subsidiary Fitwall Studios Systems LLC, it's working with select franchisees in the U.S. and abroad to bring what has been described as the "Apple Store of fitness" to new markets. The launch of the franchise platform was in response to hundreds of unsolicited inquiries from around the world to bring the Fitwall experience to more consumers.

About Fitwall

Fitwall is 40 minutes of fun and innovative training that combines world-class coaches with the latest in technology for the most effective and efficient workout possible. Fitwall's inviting approach enables members to experience the future of fitness while achieving better results than ever imagined. To learn more visit Fitwall.com.

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