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***FOR IMMEDIATE RELEASE***

**FITWALL ANNOUNCES PLANS TO EXPAND THE FUTURE OF FITNESS GLOBALLY**

*Company will expand the best fitness experience in the world to the world through franchise opportunities*

**NEWPORT BEACH, Calif. (July 22, 2014)** – [Fitwall](#), one of the World’s Top 10 Most Innovative Companies in Fitness according to *Fast Company*, today announced plans to expand its brand through franchise locations across the globe. The effort is part of the Company’s development strategy to increase its presence while continuing its mission to deliver the best fitness experience in the world.

Fitwall’s global franchise development will be led by Michael D. Webb, president of Fitwall Studios, a real estate operations expert who also sits on the board of the California Coast Chapter of YPO (Young Presidents Organization).

“We have built a world-class brand, and today’s announcement of Fitwall’s expansion represents development that is ahead of schedule due to the strong interest of prospective franchisees and consumers across the globe,” said Josh Weinstein, Fitwall’s chief executive officer and founding board member. “We are excited to partner with passionate groups to bring the future of fitness to additional areas, and we are fortunate to have our high-quality offering led by Mike.”

Added Webb, “Since day one, we’ve focused on building the best infrastructure to revolutionize the fitness studio marketplace. With our vast experience in real estate, operations and technology, our focus now turns to being the best partner in the fitness space to our franchisees. Our studio concept recognized by the media as the future of fitness is driven by custom technology that will enable us to scale rapidly.”

To learn more about franchising opportunities with Fitwall, please visit [FitwallFranchise.com](#). For more information about Fitwall, visit [Fitwall.com](#). The future of fitness also can be found on [Twitter](#) and [Instagram](#) by following @Fitwall with #trainsmarter and by liking [the Fitwall Facebook page](#).

**About Fitwall**

Fitwall is 40 minutes of fun and effective strength, cardio and flexibility training. Our innovative approach to fitness combines the latest in technology with world-class coaching to deliver the most efficient workout possible. To learn more about the future of fitness, its people and our technology, visit [Fitwall.com](#).

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