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## **New Website Dedicated to Health & Fitness Profitability**

### **dotFIT Worldwide Offers Solutions to Increase Fitness Club Revenues and Profits**

**WESTLAKE VILLAGE, Calif. (July 27, 2009)** – dotFIT Worldwide, a leading health, fitness and nutritional resource for fitness clubs and fitness minded consumers announces the launch of its dotFIT Worldwide website ([www.dotFITWW.com](http://www.dotFITWW.com)) designed to help fitness clubs, professional trainers and fitness brands produce impressive results for their bottom line, including:

- Increased margins and profits
- Larger percentage of customer wallet share
- Increased member retention
- Enhanced customer loyalty
- Unparalleled resources for their staff and trainers
- Plus generous commissions for the life of the customer

“Depending on the size of the fitness club we have fitness and nutrition solutions that can generate from \$50,000 to \$500,000 in annual revenue per club location,” said Neal Spruce, dotFIT founder and CEO. “Based on historical data clubs also experience a 30% uplift in personal training revenue. It’s an incredible opportunity for clubs or any fitness and nutrition brand with a loyal member base.”

dotFIT’s proprietary Fitness Intelligence Technology platform provides a wealth of customized online digital assets, real-time monitoring and progress capabilities, exercise and nutrition programs, supplements and food products plus access to coaches certified by the National Academy of Sports Medicine (NASM).

The foundation of the dotFIT platform is supported by 5 key components of fitness, nutrition, coaching, supplements and equipment. These integrated features provides an unprecedented competitive advantage because no one else brings all 5 to the marketplace on their behalf—all delivered with the club’s or licensed partner’s brand.

dotFIT works closely with clubs to deliver a complete integrated web portal to their



members or clients, including:

- Custom Branded Banners
- Quizzes
- Contests
- Articles
- Product Reviews
- Navigational Links
- Assessments
- Free Trials
- Social Networking
- Ask the Experts

They never know they aren't on the club's site taking advantage of their value-added resources and promotions.

"And here's the best part," said Craig Pepin-Donat, Chief Marketing Officer of dotFIT Worldwide. "Clubs earn revenue on every dotFIT membership subscription and product purchase just as if the member was at the counter in the club—including home delivery. Even after someone stops paying club membership dues."

For more information about dotFIT, visit [www.dotFIT.com](http://www.dotFIT.com) or call 877.436.8348. To find dotFIT on Twitter, go to [www.twitter.com/dotFITWorldWide](http://www.twitter.com/dotFITWorldWide), and to find dotFIT on Facebook go to <http://tiny.cc/kvixj>.

#### **About dotFIT Worldwide:**

Founded in 2008 by a seasoned team of leading fitness industry visionaries, dotFIT Worldwide is rapidly becoming the worldwide leader in personalized holistic health and fitness solutions. The company's unique online platform, dotFIT.com provides the proven essentials needed for people to eat, live and feel better. Driven by dotFIT's custom Fitness Intelligence Technology, the platform provides a wealth of customized online digital assets, real-time monitoring and progress capabilities, exercise and nutrition programs, nutrition products and access to professional trainers certified by the National Academy of Sports Medicine.

#### **About NASM:**

Since 1987, the National Academy of Sports Medicine (NASM), a global leader in personal training certification and sports performance training, has been providing evidence-based certifications and advanced credentials for health and fitness professionals. To learn more visit [www.nasm.org](http://www.nasm.org) or call 1.800.460.NASM (6276).

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