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press release

## **CLUB COLORADO FITNESS JOINS CENTERRA**

*The premier health club will be the first at Centerra to provide upscale fitness services*

**LOVELAND, CO - February 1, 2007** – McWhinney and Club Colorado Fitness announce the construction of a brand new health club at Centerra in Northern Colorado. To be located just north of the Medical Center of Rockies at 3755 Precision Drive, the upscale 7,200 square foot health club is the first of its kind at Centerra and is scheduled to open its doors at its temporary location this spring. A future 60,000 square foot permanent facility at Centerra is planned.

“Centerra is the flagship product for McWhinney as we perfect our craft of creating great places for people. Health and wellness is an integral part of people’s lives. As Centerra further establishes itself as a great place for people, it will provide outstanding facilities, such as Club Colorado Fitness, that will enable community members to improve and maintain their personal fitness,” said Chad McWhinney, CEO and Co-Founder –McWhinney.

“Club Colorado Fitness is extremely pleased to be the first premier health club within Centerra. We’re deeply committed to the overall health and well being of our community, and look forward to helping our members discover new ways to become active, engaged, and fit for life,” said Kevin Younger, President – Club Colorado Fitness.

Club Colorado Fitness will differ from other local clubs by offering exceptional strength training equipment, including Monitored Rehabilitation System equipment where users are asked to navigate their way through mazes and perform various other challenging skills in a “video game” environment. The New England Patriots, Pittsburgh Steelers, and Philadelphia Eagles utilize the same equipment. Another factor making Club Colorado Fitness unique is that it will house The Athletic Improvement Center LLC, and Back on Track Physical Therapy & Consulting, PC.

Group exercise classes will include Spinning, which includes a computrainer studio, Pilates, Yoga and toning classes. Additionally, luxurious showers and locker rooms as well as massage therapy and personal training will be available for members.

**Bring Your Dream**

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With award winning customer service, highly qualified staff and certified personal trainers, Club Colorado Fitness will offer a diverse array of wellness programming.

Community members are strongly encouraged to take advantage of the discounted pre-sale memberships. Corporate membership packages are also being offered for small and large businesses in the community. Special membership discounts and packages for individuals, families, corporate employees, and athletes can be purchased at the pre-sale office at The Marketplace at Centerra, 1569 Fall River Drive, Suite 161, in Loveland, online at [www.clubcoloradofitness.com](http://www.clubcoloradofitness.com), or by phone at 970.744.8923.

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### **About Club Colorado Fitness**

Club Colorado Fitness is professionally managed by Club One, Inc., winner of several awards including “Best Health Club” Competitor magazine, “Top 25 Club Companies” IHRSA, and “Best Employee Wellness Program in America” C. Everett Koop. Back on Track Physical Therapy and Consulting will open its second clinic inside the facility. For more information, visit [www.clubcoloradofitness.com](http://www.clubcoloradofitness.com).

### **About Athletic Improvement Center**

The Athletic Improvement Center is a testing and training facility for athletic performance. Founded in 2006, AIC works with athletes of all sports and caliber who would like to improve their performance. The Athletic Improvement Center is the “Official Sports Performance and Training Facility of the Colorado Ice” arena football team. AIC also works with USA cycling, the Olympic Training Center, and CSU cycling.

### **About Back on Track Physical Therapy PC**

Back on Track Physical Therapy & Consulting PC is an established facility in Greeley, Colorado known for delivering high quality personal physical therapy services. All therapists that work at Back on Track have advanced certifications. Back on Track is looking forward to serving the Loveland community with their second clinic.

### **About Centerra**

Centerra, an award-winning 3,000-acre master-planned community located in Loveland, Colorado, is a McWhinney development. Centerra offers Northern Colorado’s first lifestyle center; The Promenade Shops at Centerra, in joint venture with Poag & McEwen Lifestyle Centers. It also is home to Medical Center of The Rockies, a state-of-the-art 136 bed cardiac and trauma specialty hospital that will open in February 2007 as one of only two LEED certified hospitals in the nation, and The Marketplace at Centerra, Northern Colorado’s largest contiguous power shopping center. Centerra, which was recognized by the National Association of Industrial & Office Properties (NAIOP) as the Colorado Chapter’s Development of the Year, embodies the company’s purpose of creating great places for people. For additional information visit [www.mcwhinney.com](http://www.mcwhinney.com) or [www.centerracolorado.com](http://www.centerracolorado.com).

Attached: Club Colorado Fitness building photo