



FOR IMMEDIATE RELEASE

**Extreme Fitness kicks colon cancer in the butt with
“Membership for a Cure” a direct mail campaign aimed at raising
money for Colon Cancer Canada**

Monday, March 2nd, 2009

Toronto, Ontario Extreme Fitness is pleased to announce that it has joined Colon Cancer Canada as a corporate partner in the fight against the disease. This month is Colon Cancer awareness month and to help raise money for Colon Cancer Canada, Extreme Fitness will be launching **“memberships for a cure”** a charity driven direct mail campaign endorsed by former Toronto Maple Leaf Darryl Sittler, who lost his wife Wendy to colon cancer. The **“memberships for a cure”** promotion will run for the entire month of March and for each new member who joins on this promotion, Extreme Fitness will donate 100% of the first two months of their membership dues (\$16,00 per member) to Colon Cancer Canada.

“If you plan on making an investment in an Extreme Fitness membership in the month of March, and you want to make a difference in the fight against Colon Cancer, make sure to ask your local Extreme Fitness membership manager about the “memberships for a cure” promotion and Extreme Fitness will donate \$16 to Colon Cancer Canada on your behalf,” said Darryl.

Extreme's desire to make a difference in the fight against colon cancer is one that is close to home. It stems from a direct personal relationship; Morry Offman, one of Extreme's Senior Executives has experienced with this dreadful disease. In July 2007, Morry's wife Elaine was diagnosed with colon cancer and just three months later Morry's mother was diagnosed. Sadly, Morry's mother, Cipora lost her battle to the disease in December 2008. Morry's wife Elaine survived but is still fighting the challenges associated with her operations, chemotherapy and radiation. Extreme Fitness is proud to support Colon Cancer Canada in their initiatives to fight this deadly disease.

“I am honored that Extreme Fitness has decided to join our fight against Colon Cancer. Throughout the year, Extreme will be participating in promotions and events to help us obtain our goal of finding a cure. Through financial support, Colon Cancer Canada contributes annually to continue the advancement in colon cancer research and detection. Through these

efforts there have been a number of breakthroughs. With continued support, I know colon cancer can be beaten," said Morry.

Also for the month of March, Extreme Fitness will be hosting a weekly: **COLON CANCER KICK BUTT GROUP FITNESS** class at each of the 13 clubs across the GTA. The purpose of this class is to raise awareness about the importance of living a healthy lifestyle in the prevention of chronic health conditions like Colon Cancer and to raise money for Colon Cancer Canada. The class is free for members of Extreme fitness. For non-members who would like to participate, Extreme Fitness will be collecting a \$5 donation for Colon Cancer Canada. Extreme Fitness members will also be encouraged to donate directly to Colon Cancer Canada at the donation collection boxes that will be located at every Extreme Fitness club reception for the entire month of March.

People who would like to participate in one of 13 **COLON CANCER KICK BUTT GROUP FITNESS** classes across the GTA in the month of March can view the complete class schedule online.

EXTREME FITNESS

INTERCHANGE - 90 Interchange Way 1-800-695-9218
MONDAY, 6:30 P.M., TOTAL KNOCK OUT WITH ALIN

EXTREME FITNESS

DANFORTH -635 Danforth Avenue 1-800-637-9045
WEDNESDAYS, 6:00 P.M., CARDIO KICKBOX WITH FELIX

EXTREME FITNESS

BLOOR - 80 Bloor Street West 1-866-754-9235
MONDAYS, 6:30 P.M., CARDIO KICKBOX WITH LIDIA

EXTREME FITNESS

CEDARBRAE -3495 Lawrence Ave. E 1-800-695-6037
MONDAYS 9:30 A.M., STEP CIRCUIT WITH CARMEN

EXTREME FITNESS

NORTH YORK 4950 Yonge Street 1-800-637-9105
SUNDAYS, 11:00 A.M., CARDIO KICKBOX WITH ALIN

EXTREME FITNESS

DELISLE 1521 Yonge Street 1-800-695-6118
MONDAYS, 5:45 P.M., LOW IMPACT WITH AL

EXTREME FITNESS

RICHMOND 267 Richmond Street W 1-800-694-7136
WEDNESDAY, 6:30 P.M., CARDIO KICKBOX WITH LORI

EXTREME FITNESS

PICKERING 1755 Pickering Parkway 1-800-637-9409
THURSDAYS, 5:00 P.M., BOOTCAMP WITH LITSA

EXTREME FITNESS

THORHNILL 8281 Yonge Street 1-800-637-9103
SUNDAYS, 10:30 A.M., CARDIO KICKBOX WITH ANDREA

EXTREME FITNESS
DUNFIELD 110 Eglinton Avenue E 1-800-695-6160
SATURDAYS, 11:30 A.M., CARDIO KICKBOX WITH LIDIA

EXTREME FITNESS
WHITBY 75 Consumers Drive 1-866-226-7562
WEDNESDAYS, 5:30 P.M., LOWER BODY BOOTCAMP WITH TRACY

EXTREME FITNESS
YONGE & DUNDAS 319 Yonge St 1-888-720-0936
WEDNESDAYS 5:30 P.M., BAY STREET BOOTCAMP WITH JEFF

EXTREME FITNESS
WELLINGTON 111 Wellington Street W 1-800-697-8589
WEDNESDAYS, 5:30 P.M., BAY STREET BOOTCAMP WITH JEFF

BACKGROUND

Colon cancer is the #2 killer of all cancers in Canada. This year alone, over 21,500 Canadians will be diagnosed with colon cancer. Although this is a startling statistic, even more startling is the fact that almost 50% of those diagnosed will die even though colon cancer is one of the most preventable forms of cancer. If caught early, over 90% of these cases could and should result in a full recovery.

Colon Cancer Canada began in 1996 with a mission to raise public awareness of this deadly disease. To date, with the help of funders and thousands of committed volunteers across the country, Colon Cancer Canada has raised more than \$3.5 million. Colon Cancer Canada is dedicated to reducing the incidence of colorectal cancer by supporting research initiatives, increasing public awareness and promoting the importance of early screening.

For more information about colon cancer and how you can help visit:

www.coloncancercanada.ca.

For more information about Extreme Fitness visit:

www.extremefitness.info

Founded in 1995, Extreme Fitness currently has 13 fitness clubs in the Greater Toronto Area and approximately 100,000 members. Extreme Fitness is a portfolio company of Falconhead Capital, LLC (www.falconheadcapital.com), a private equity firm established in 1998 to provide investors with significant long-term capital appreciation by investing globally in consumer-focused businesses in the leisure, lifestyle, recreation and related categories. In addition to Extreme

Fitness, Falconhead Capital's current and prior portfolio include, among others, Growing Family, Inc., Escort, Inc., National Powersport Auctions, Premier Salons International, Maritime Telecommunications Network, and ESPN Classic Europe. For more information, please visit www.extremefitness.info

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