



FOR IMMEDIATE RELEASE:

CELEBRATING 10 YEARS OF THE BAR METHOD

San Francisco, CA (August 15, 2011) – The Bar Method™ is celebrating its 10-year anniversary this month highlighted by the August 19th, 2PM PT live streaming exercise class led by founder Burr Leonard at The Bar Method flagship San Francisco [Marina] studio. The telecast will be available through the 21st with easy access via a link on The Bar Method homepage (www.barmethod.com) and The Bar Method Facebook fan page (<http://www.facebook.com/thebarmethodhq>).

Beginning today, The Bar Method Media Company is partnering with leading lifestyle destination Gilt City (www.giltcity.com) to offer members insider pricing on body changing DVD packages and Bar Method fitness props. A link to the telecast of the August 19th live streaming event will also be available through Gilt City. The Gilt City campaign will launch in each of their 10 market and end August 23rd. Additionally, Bar Method studios across the country will offer Gilt City member insider pricing on class packages with campaigns throughout the month of August.

The celebration also includes a \$5,000 donation to the non-profit organization Global Fund for Women (www.globalfundforwomen.org). Bar Method founder Burr Leonard specifically chose the female focused organization in alignment with her vision to empower women. Leonard has seen that vision lived out in the thousands of clients who have changed their bodies, and their lives, through regular class attendance and through the 70+ women who own Bar Method studios. The client that swears by the exercise method, who has the passion and skill to become an instructor, to then realize a dream of owning her own business by opening a Bar Method franchise is truly empowered.

The celebration continues with The Bar Method flagship San Francisco [Marina] studio. Studio manager Mike Najjar and team are marking the 10-year anniversary with class package specials and a client appreciation week featuring 80+ gift certificate giveaways purchased from local businesses. Many of the flagship studio's staff, as well as the corporate headquarters staff, enjoy living and working in the iconic San Francisco neighborhood and are excited to be a part of this historical event for the company and incorporate the celebration into the community.

And to mark the anniversary with something new, The Bar Method Seattle is opening on anniversary day, August 19. This is the second location for the Seattle franchisees who have a location in Redmond. Owners Maika Manring and Bev and Luke Currier chose South Lake Union for their second location and are enthusiastic to bring the powerful exercise format to its 47th community.

About The Bar Method: Looking Back | Looking Forward

The Bar Method fitness sensation that creates a long, lean sculpted body, improved posture and a strong core opened its flagship San Francisco [Marina] studio August 19, 2001. The exercise method merges the principles of interval training, isometrics, dance conditioning, and physical therapy. Co-founders Burr Leonard and Carl Diehl remember opening day- two clients showed up to take class. One of those clients still attends class regularly three to four times per week at the same SF [Marina] studio location. Today, there are approximately 80,000 client visits across the 46 locations per month.

Two years after the first Bar Method location opened, a second location opened in West Los Angeles. Gross class revenue for the two studios in 2003 was \$256,000; as of 2010 The Bar Method's 36 studios grossed class revenue of approximately \$15 million. The company's comptroller estimates this year's gross class revenue to be over \$20 million. With fanatical clients, a celebrity following including Drew Barrymore, Ginnifer Goodwin and Eva Amurri, and a steady stream of potential franchisees garnering for studio locations, the company projects at least a 50% growth in locations next year.

The company attributes its success to its commitment in providing an exceptionally effective and safe workout packaged in an exceptional experience. The urban chic spa-like designs of the studios, along with the passion, knowledge, and friendliness of the franchisees and their staff at each location helps create that consistent quality experience across the company. Instructor certification and ongoing evaluation processes ensure the consistent, top quality teaching of The Bar Method across all locations.

Bar Method founder Burr Leonard on franchising, "What changed our course were people coming to us seeking their own Bar Method studios. At first I was skeptical about the idea, about maintaining quality from afar. Our out-of-town studio owners, who are quality fanatics, put my concerns about quality to rest. With their tireless attention to detail they inspired me to develop a supportive quality control system for the entire Bar Method. Wow, I thought, we can do this. World, here we come!"

Bar Method Director of Marketing and Communications, Dannah Lewis says, "Standing behind the company's founders is a talented team dedicated to maintaining the integrity of the brand, growing the brand's presence, producing quality products, and providing strong infrastructure and support to the franchisees. Every piece is a vital part of creating that exceptional experience"

About Gilt City

Gilt City provides access to unique and coveted lifestyle experience in the world's most dynamic cities-at insider prices. Each sale lasts a limited time and features a city's most sought-after restaurants, spas, concerts, cultural offerings and more. Gilt City currently features offers in New York, Boston, Chicago, Miami, San Francisco, Los Angeles, Tokyo, Atlanta, Dallas, Seattle and Washington, D.C. A subsidiary of Gilt Groupe Inc., Gilt City is headquartered in New York City with local curators in each market. To find out more please visit www.giltcity.com.

About Global Fund For Women

The Global Fund for Women plays a leading role in advancing women's rights by making grants that support and strengthen women's groups around the world. They mobilize and redistribute resources that enable women to develop creative solutions to local, regional, and transnational challenges. Global Fund for Women brings grantees and donors together in an international network that promotes women's action for social change, equality, peace, and justice worldwide. To find out more please visit www.globalfundforwomen.org

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