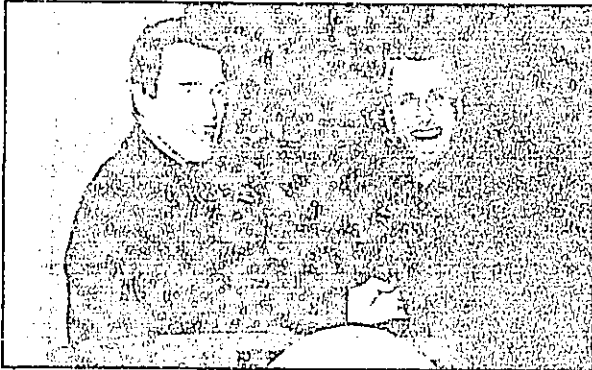


Arnold Schwarzenegger presents top fitness award to down town developer of World Gym Fitness Centers



Arnold Schwarzenegger presenting Christian Babini, "Old" A&P site developer with Top Franchise Award

Last week, at the Arnold Classic, Fitness Icon and Hollywood top box office draw, Arnold Schwarzenegger presented Christian Babini, developer of the 4 acre "old A&P" site to the new upscale World Gym Fitness Center, the organization's most prestigious award, The Joe Gold Award of Excellence for his World Gym Fitness Center in Shelby Township. Annually the Joe Gold Award is presented to the top World Gym Fitness Center Club and owner (out of 300 globally).

Schwarzenegger went on to say "Not only does Christian make money, but also gives money back" referring to Babini's relentless effort in raising money for charity. "Raising \$50,000 for Inner-City Games foundation, Multiple Sclerosis as well as several local families with physically challenged children...he is the best," Arnold continued.

Babini's World Gym Fitness Center in Shelby Township also received the award for Best Staff. Amazingly he has had only two employees turnover in close to four years.

During the awards presentation, Schwarzenegger went on to have fun with the 300 plus crowd by saying "Now Christian is moving into my territory." Referring to the movie business. "I had him visit me last year on the set of "End of Days" (Arnold's latest film release which has grossed over 200 million dollars.) "We used him in a scene and you saw Christian for a second just before he blew up in the restaurant explosion."

Last week, the Eccentric newspaper was able to catch up to Christian Babini and find out about his new World Gym Fitness Center in Downtown Rochester.

Observer/Eccentric - Congratulations on winning the Joe Gold Award. What were your thoughts?

Babini - I was absolutely thrilled. My partner Frank Palazzolo and I brought down 37 staff members and friends and sharing this experience with them was fantastic.

Observer/Eccentric - How does one win the Joe Gold Award?

Babini - Owners are required to submit objective criteria, such as, financial components, member retention numbers, employee retention numbers, member services and programming diversity and community service activities. The Franchise office and Joe Gold himself take it from there.

Observer/Eccentric - Tell me about the status of your Downtown Rochester World Gym Fitness Center. There has been a lot of speculation as to what the final product will be.

Babini - The Downtown World Gym is a dream in the making. I called on that downtown property 10 years ago for the same use. It was financially unobtainable for me back then. I was overwhelmed with excitement when we closed on the property last summer and 10 years later.

Yes there is a lot of speculation and misinformation regarding the project and hopefully I can clarify. First, let me say that the City of Rochester has been absolutely supportive, professional and fair with the planning and building process. Ed Alward, Building inspector and Ken Johnson, City manager were "in the loop" from the start. They gave me very specific direction as to what I could and couldn't do. This cooperative spirit helped the process along, as there have been no surprises thus far.

As for the site plan. This property includes 4 acres and all four acres will be developed. Most people see the building and the parking lot in front. What most DON'T know is that we have an additional 2 acres that are also going to be developed for parking and pool. The parking there will be outstanding. The pool will not be developed until we are certain it won't affect parking.

In addition, what makes this downtown location unique is that it's situated on Paint Creek Trail and Rochester Municipal Park. Imagine, any time of year, being able to pick-up cross country skis, snow shoes or bikes right at the club, walk in our backyard and access Paint Creek Trail for a cardiovascular workout then, when you finished, bring the equipment back to the club and finish your workout or enjoy a massage! Moreover, our site plan was approved for an outdoor fresh air exercise patio that overlooks Paint Creek. For 5-7 months of the year one can enjoy exercise outdoors with the same state of the art equipment you will have indoors.

Speaking of the indoor area. We are adding close to 10,000 square feet to the building. When it's all said and done, the club will offer 25,000 square feet of fitness space. We are using the expansion for related tenants. Such as, a vitamin outlet, a full service day spa and we are actively recruiting a national coffee house chain.

The fitness areas will include massive cardiovascular, strength, aerobics and spinning areas. The aerobics room will also be used for special population osteoporosis, post rehab, limited range of movement, pre and post natal, fibromyalgia programs. We will also offer an expansive Kids Klub a supervised children's activity area. The huge juice bar will be strategically located for easy access.

Without question, however, the heart of our club, as it is with our World Gym in Shelby Township, is our education with regard to fitness and nutrition. Our nutrition programming staff has expanded to six directors. The programs offered are diverse, from group dynamic to individual programs. But the common thread that binds the success of our members is the

ability to teach each participant how to increase their metabolism, so that they're burning calories when they're not at the gym. The nutrition staff coordinates very well with our certified trainers for a complete program.

I can go on and on. Simply put our goal is to cater to the mature adult. We are proud that our Shelby Township location consists of about 70% women. AND About 70% of that number are women with children. In the mornings, out of every 100 members that come in, 98 of them will be moms. Furthermore, we realize that these people can only squeeze in about an hour for exercise. Our goal is to make that experience educational, convenient and fun.

Observer/Eccentric - Wow! That sounds great. Are you concerned about the competition in the area?

Babini - I had the opportunity to play college and professional football. In addition, I ran sales for a billion dollar, fortune 500 surgical device company where our major competitor was ten times larger than us. It's interesting to note that even though they were much bigger, our company commanded 70 to 80 percent market share consistently. From these experiences, I've learned to always take competition seriously. I believe that the reasons for winning the Joe Gold Award of Excellence and Best Staff Awards will be the driving force behind the Main Street World Gym. Let's face it. Anyone can go to any club and find equipment and aerobics. What people want is a positive and motivating experience everytime they walk in. Our goal is to provide them exactly that. It is simply a matter of fact that in any business, employee turnover translates into customer turnover. Our success in retaining employees comes from hiring well and providing an atmosphere where employees and members feel good about themselves. We eliminate pressure. For example, we've never had a sales department. No one gets paid commission for member sign-ups. Think about it. Potential customers are sick and tired of being cornered in a sales room office then being told that if "you join today your price is this. But if you join tomorrow it will increase to this." Ca Mon! This is sophomoric. It's hard to believe but there are still clubs that do this. We pride ourselves on encouraging any potential customer to take information home, review it them make an informed decision. The staff that "sells" the club are the ones that educate and develop relationships long after the member has joined. In other words, everybody.

Another one of my pet peeves as a consumer was having to pay an initiation fee. What the heck does that mean and what does it go towards? The public has become conditioned to this nonsense. Since we opened our first club four years ago, we never had an initiation fee. In addition, we have always offered a 30 day money back refund.

These are just a couple examples of differences that a customer may recognize. In a more pragmatic sense, the industry is growing incredibly fast. After a stagnant period from the mid 60's to late 80's, the number of members in this country has tripled in the last decade to 29 million. By the year 2010, it is expected to triple again to a staggering 100 million members! That's with only a 10 to 12% market penetration. With that said, even the clubs that do a poor job of servicing customers will benefit from the growth. Indeed, there are enough members to support the current and future area health clubs. The decision the consumer has to make is simple. Where do I enjoy going? Because if they enjoy going, they'll keep coming back to achieve their goals.

Observer/Eccentric - When do you expect to be open?

Babini - We feel it's very realistic to be open in September of this year. Much of the hard work (site plan) is out of the way. Permits are in the works and as we get closer to opening, we will offer a pre-opening customer incentive membership drive where anyone can join and use our Shelby location for work-outs while we put the finishing touches on the Main Street World Gym. Which reminds me, any member that joins either the Shelby Township or Mainstreet World Gym will have membership reciprocity to both. In addition, there are over 300 World Gym Fitness Centers around the globe where you can work out for free every time you travel.

Well there you have it. It only takes seconds before realizing that Christian Babini is passionate about the fitness business and customer service. If you have questions regarding this Award winning World Gym operation, you can call World Gym Shelby Township at 810-566-6275 for more information...



Enjoying dinner with Arnold during the "Ends of Days" filming.