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SPORTSCLUB FITNESS AND WELLNESS ANNOUNCES NEW EXPRESS CLUB BUSINESS MODEL
Simpsonville, SC, 1BDecember 19, 2016— Sportsclub is excited to unveil their Simpsonville club as a one rate club.

"The new Sportsclub Express will allow us to expand the Sportsclub brand in ways never possible before," said Bill Egan, owner of Sportsclub.

Many factors went into the planning of this new model, beginning with the Simpsonville market. Sportsclub Express is a full-amenities gym, but with a lower price point. The lower-cost structure combined with a value concept will give our club a significant advantage over the competition. The Express concept is nimble enough to thrive in our Simpsonville community.

"The value combined with Sportsclub's expertise will help us attract more members than ever," says Egan.

As a one rate club set at \$28 per member, members will enjoy the benefits of the same programs and amenities, but at a lower rate. Sportsclub Express in Simpsonville is a 35,000+SF full-amenities facility equipped with 2 group fitness studios, spinning studio, private women's only area, functional training area, 2 cardio theatre decks, fitness and strength training equipment, locker rooms with showers, steam room and sauna, and juice bar. Racquetball, childcare, Pilates Reformer and Warrior Training are offered at an additional fee. Memberships will be available for \$28 per member as early as December 21, 2016.

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If you would like more information about this topic, please contact Jenny Vogel at 864-331-2537 or email at jvogel@sportsclubsc.com.