



Press Release

AFFORDABLE GYM CHAIN STARTS FITNESS REVOLUTION

No contract and low monthly fee alternative opens up gym membership to all

In the biggest shake-up of the £2.5bnⁱ fitness industry in twenty years, affordable gym chain, Pure Gym, is starting a revolution to make fitness more accessible following survey results that reveal the biggest barriers to joining a gym are high membership fees (72%), fixed contracts (40%) and lack of time (55%).

Removing industry stereotypes such as inflexible contracts, limited opening hours and high cost memberships, Pure Gym offers low cost membership including 'Price for life', 24 hour opening and no contract. The concept is already proving a big hit with a quarter (25%) of their members having never joined a gym before.

Dr Ian Campbell, a practicing GP, obesity expert and government advisor, says:

“Last year, lack of exercise costs the government approximately £8.2bⁱⁱ whilst not even a third of the population managed three or more 30-minute exercise sessions a week and 37% of Coronary Heart Disease deaths were attributed to lack of physical activity (compared with 19% smoking and 13% high blood pressure)ⁱⁱⁱ. Statistics like these can only support the need for an affordable and flexible gym chain, encouraging those who want, and/or need to exercise.”

It is also important for those already exercising to look at the health benefits of increasing individual output levels. A study carried out by BHF National Centre for Physical Activity and Health shows that physical activity energy expenditure of 599 Kcal a week can reduce risk of Cardiovascular Disease by 27% where as 1500 Kcal a week can reduce risk as much as 41%.

Dr Ian Campbell continues:

“Motivation is one of the hardest barriers to physical activity but once people get started, the ‘buzz’ which comes from completing a workout is often enough to act as an incentive for keeping it up. Exercise is important for a range of health issues, so much more than getting a beach body ready for summer and people are realising that which is a step in the right direction. There are numerous studies and research projects that show essential physical activity decreases the progression of diabetes, as well as cardiovascular disease, weight & obesity, protects against osteoporosis, helps elderly maintain mobility, dementia and physiological affects.”

Peter Roberts, Pure Gym Founder and CEO said:

“Our survey also revealed that 52% of people said protecting their long term health and preventing diseases in later life would motivate them to do more exercise, so we know the desire is there. By breaking down barriers to fitness we aim to encourage those who have never exercised before, in particular those over 35, and provide an affordable and flexible option for those who do. It’s also important to make people aware of the effects that regular exercise can have on their health, both now and in the future.”

Pure Gym started in 2009 and currently has 12 gyms open and an additional four sites secured. By the end of 2011 Pure Gym hopes to have opened 25 sites across the country in total.

For more information please log onto www.puregym.co.uk

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Notes to Editors

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About Pure Gym

Pure Gym was founded in 2009 and currently has 14 sites in Aberdeen, Warrington, Sheffield, Manchester, two in Edinburgh, Leeds, Wolverhampton, Glasgow, Southampton, Belfast, Leicester and two in Birmingham. In addition, there are further gyms are in development, including 2 in London. Current expansion plans hope to achieve 100,000 members by the end of 2011.

- No contract
 - Free classes
 - Money back guarantee
 - Showers & changing rooms
- | | |
|---------------------------------|---------------------------|
| Low monthly cost | 24 hour opening |
| Free initial exercise induction | Dedicated members website |
| Personal trainers available | Price for Life |

Each Pure Gym has state-of-the-art equipment that is available to use 24/7 including cardio vascular training equipment, strength training equipment, multi-station strength training equipment and bodycore training platforms. Each gym is also equipped with treadmills, indoor bicycles, elliptical trainer, rowing machines and steppers. All of the gyms are also equipped with a free weights area, containing a full set of dumbbells weighing up to 36kg, a smith machine and kettlebells.

The Company also offers a Price for Life guarantee - the price you join at is the price you will always pay. Pre-join a gym before opening and if you are not happy with it, there is a money-back guarantee. For more information visit www.puregym.co.uk



ⁱ <http://www.mintel.com/press-centre/press-releases/458/boom-time-for-budget-exercise>

ⁱⁱ 'At least five a week'; Department of , Physical Activity, Health Improvement and Prevention; 29 April 2004

ⁱⁱⁱ BHF national centre for Physical Activity and Health Nov 2009