



Defined Fitness Celebrates 20 “Strong” Years

Company Continues to Expand Operations in New Mexico During 20th Anniversary Year

For Immediate Release

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ALBUQUERQUE, N.M.—In the year 1988, George Michael, INXS and Guns N’ Roses topped the Billboard charts, Rogger Rabbit got “framed” and Bruce Willis made his debut as John McClane in *Die Hard*, acid-washed jeans were all the rage and **Defined Fitness opened its first gym in Albuquerque at the corner of San Mateo and Academy. Now, in 2008 Defined Fitness is proud to celebrate “20 years strong” in New Mexico.**

Since 1988, Defined Fitness remains locally-owned and has expanded to four facilities throughout Albuquerque and Rio Rancho, and more growth is in the works for 2008. This growth includes new facilities in northern Rio Rancho, Albuquerque’s Westside and in Farmington, as well as a major expansion of the Juan Tabo location, which will also include new facilities for the **Parisi Speed School**, specialized training for amateur to professional athletes, and **XRkade**, integrated gaming and physical fitness for youth. These new facilities and the Juan Tabo expansion will create approximately 260 new jobs and add 150,000 sq.-ft. to Defined Fitness’ existing 100,000 sq.-ft.

In addition, Defined Fitness prides itself in being the original “no contract” gym in the area. Members pay at the beginning of each month, and can put their membership on hold and come back at any time, part of Defined Fitness’ philosophy of *earning* the business of its customers. Defined Fitness also boasts free child care, tailored personal training and nutrition programs and tanning services in addition to the company’s state-of-the-art facilities, variety of group fitness classes, indoor swimming pools and other gym amenities.

“Because health, wellness and fitness are not fads but rather an essential component to every person’s quality of life, we are grateful to be a part of the Albuquerque and Rio Rancho communities,” said Anndee Wright Brown, CEO of Defined Fitness. “We are excited to celebrate 20 years in 2008, and look forward to the next 20 and beyond as our business continues to grow throughout the state.”

Throughout its 20-year history, Defined Fitness has also flexed its muscle in the community, supporting organizations including the New Mexico Cancer Center Foundation, Juvenile Diabetes Research Foundation, Make a Wish Foundation, Special Olympics, All Faiths Receiving Home, Cops for Kids, Albuquerque and Rio Rancho Public School athletics, YAFL and many more. Defined Fitness also supports local athletics, and is the official



health club of the UNM Lobos, Albuquerque Isotopes, New Mexico Thunderbirds and New Mexico Scorpions, as well as the exclusive gym sponsor of boxer Holly Holm.

“We believe, in addition to improving the lives of individuals in our community through our products, facilities and services, that creating partnerships with organizations that promote the same philosophy will only enhance the overall quality of life in the community,” said Brown.

Defined Fitness has also garnered many awards throughout the years, which most recently include “Best Health Club” by *Albuquerque the Magazine*, the Lo Major UNM Student Choice Award for “Best Place to Workout” and “Best Health Club” by *Rio Rancho Magazine*.

For more information about Defined Fitness, contact their corporate office at (505) 888-7097 or visit www.defined.com.

DEFINED FITNESS TIMELINE

- 1988- Defined Fitness opened its first location at the corner of San Mateo and Academy
- 1991- Gym opens at Tramway and Indian School
- 1992- Taylor Ranch and Montano facility opens
- 1995- Original San Mateo and Academy gym moves to the current facility at **San Mateo and McLeod**
- 1997- Defined Fitness expands operations, opening its first facility in **Rio Rancho**
- 1997- Facility at Wyoming and Menaul opens
- 1999- **Juan Tabo and Candelaria** location opens
- 2001- Newest location at **Coors and Riverside Plaza** opens
- 2008- Defined Fitness celebrates its 20th anniversary
- 2008- Defined Fitness will increase operations to include new facilities in Farmington, northern Rio Rancho and Albuquerque’s Westside
- 2008- Juan Tabo location will undergo major expansion of its existing 25,000 sq.-ft., totaling more than 56,000 sq.-ft. when complete, and will include new facilities for the Parisi Speed School (specialized training for amateur to professional athletes) and XRkade (integrated gaming and physical fitness for youth)

* **Bold indicates existing facilities**

Defined Fitness is New Mexico’s premier workout facility with four great locations in Albuquerque and Rio Rancho, offering state-of-the art equipment, group fitness, personal training, nutrition, tanning, day care and more. Defined Fitness, celebrating its 20th anniversary in the Albuquerque community in 2008, is the city’s original “no contract” health club. For more information, visit www.defined.com. Defined Fitness, every BODY wins!