

Retro Fitness and Intalytics Team Up to Help Drive Future Growth

Date: March 12, 2009

Retro Fitness LLC, a rapidly expanding fitness center franchisor, has engaged Intalytics to develop a major expansion strategy. Intalytics is the industry leader in providing location research services with a focus on enabling retailers, restaurant operators, and service providers to make strategic and profitable real estate decisions.

Retro Fitness has fitness centers in Delaware, Florida, Massachusetts, New Jersey, and Pennsylvania. Retro Fitness began its mission to deliver “More Fitness for Less Money” out of its founder’s vision to deliver a product and experience that allows more people to affordably get involved with fitness. This philosophy resulted in an exercise environment that is conducive to both the new or amateur exerciser, as well as the experienced exerciser.

Intalytics will be using Retro Fitness customer information and its own proprietary location research technology to help Retro Fitness better understand the underlying factors driving profitable center performance. “We are excited about the opportunity to assist Retro Fitness in identifying profitable locations for new fitness centers” says Dave Huntoon, co-founder and Principal with Intalytics. “Retro Fitness offers outstanding value to the fitness enthusiast, and we look forward to helping them continue their successful growth.”

“By partnering with Intalytics, we look forward to them helping us continue our expansion program,” said Eric Casaburi, CEO and founder of Retro Fitness LLC. “Intalytics will help us ensure that we continue to identify future locations with a significant density of in-profile consumers. As we expand into markets outside our home turf, their assistance will be of even greater value.”

ABOUT RETRO FITNESS

With more than 40 fitness centers located on the Eastern seaboard, Retro Fitness (www.retrofitness.net) is a rapidly growing health and fitness chain. Retro Fitness was started with a simple philosophy “more fitness for less money by providing an exciting and inviting environment for exercising to accommodate any fitness enthusiast’s budget”. Retro Fitness facilities each have 50-100 pieces of cardio equipment (with personal LCD TV screens), a Retro Movie Theatre (where members can watch their favorite 80’s movie), three different types of circuit training equipment, free weights, locker rooms, tanning booths, Retro Blends Juice bars, and personal trainers.

ABOUT INTALYTICS

Intalytics (www.intalytics.com) is a consulting practice that combines extensive real-world experience with contemporary analytical tools in order to effectively be a trusted advisor to its clients regarding real estate-oriented solutions, direction, and advice. The principals of Intalytics each have more than 30 years experience in retail location research and consulting. The company works with a wide range of retail, restaurant, and service clients including Home Depot, PGA Tour Superstores, TD Bank, Pollo Tropical, and Taco Cabana.