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**Atlanta Fitness Mogul Leaves National Personal Trainer Institute to Join BLAST900 as Investor/Director of Fitness Development**

*Richard Shaw, former Director of NPTI, says "I've never seen any workout concept like BLAST900"*

**ATLANTA**— Two weeks ago, Richard Shaw, the Director of the National Personal Trainer Institute (NPTI), put in his notice that he will be leaving his highly sought after position at NPTI to join BLAST900 as an investor and Director of Fitness Development.

Shaw joined NPTI in September of 2008 as the Director of Education where he was responsible for practical and lecture instruction of courses including anatomy, nutrition, bioenergetics, and business management. NPTI is a 500 hour, state-approved program where students learn to become certified personal trainers and nutritional consultants in as little as 6 months. As a fitness expert, he has tried out almost every workout imaginable in his 13 years in the wellness industry, making fitness not only his lifestyle but his career. When he heard about BLAST900 for the first time about two years ago, he went to take a class.

"I was pouring sweat in the first five minutes of the workout! That hasn't happened to me in a very long time," Shaw said, noting he has been personal training clients for over ten years. "After the class was over, I went up to the class instructor and asked about becoming an instructor with BLAST."

It was then that Richard got involved with BLAST900. He started out as a three or four class a week, part-time instructor for Missi Wolf, founder of BLAST900. He then began teaching up to ten classes a week and accepted the role of Wolf's second-hand man. "He packed his classes," Wolf said.

In his new role at BLAST900, Shaw will work hand in hand with Wolf to develop new exercises and fitness strategies to continue evolving the BLAST900 workout concept as the nation's most cutting-edge way to get in shape. "I believe so much that this concept is the absolute best workout in the nation, I've gone one step further than just becoming the lead instructor, I've invested in it," said Shaw.

Under Shaw's direction, BLAST900 will launch the Metabolism Fitness Assessment and BLASTProfile programs. The Metabolism Fitness Assessment program will help workout enthusiasts understand how to get the most out of their workouts by monitoring their heart rates and the BLASTProfile gives BLASTers individualized ways to accomplish their fitness goals specific to them. These two initiatives are just another way that BLAST900 is also advancing its franchise program as programs this advanced (using Body Age software) are not typical to smaller studios like BLAST900.

"Richard is by far the most knowledgeable person I've ever met in fitness," Wolf said. "He has connections in the fitness industry that would make your head spin and just as he's going to get us so far ahead of our competition by advancing the workout concept, he will also help us grow nationwide through our franchising model. Having Richard on board as the Director of Fitness Development and as an investor is a testament to the superior workout that BLAST900 provides."

BLAST900, a cutting-edge fitness concept in which participants burn as many as 900 calories per one-hour session, is preparing to add a dozen Southeastern U.S. franchises this year to its system. Founder Missi Wolf and her team of fitness professionals have worked nearly three years refining their high-energy interval-based workout system and are now eager to expand into major markets outside Atlanta.

**ABOUT BLAST900 THE ULTIMATE WORKOUT**

BLAST900 THE ULTIMATE WORKOUT, a unique workout concept designed around muscle confusion theory and interval training, is a fitness franchise concept founded, owned and operated by Missi Wolf, an Atlanta entrepreneur and fitness enthusiast. Established in 2008, BLAST900 THE ULTIMATE WORKOUT is a one-of-a-kind program that leads participants through a highly varied exercise routine that works every major muscle group and burns up to 900 calories in a single hour. With the help of professional fitness trainers, Wolf developed the concept, which is now positioned for growth throughout major Southeast U.S. markets. For more information about the company and franchise opportunities, visit its [website](#).