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**VIP Treatment: BLAST900 Introduces BLASTPrestige**

Elite Buckhead-Based Franchise Launches Connector Program to Initiate Expansion Strategy

ATLANTA — When founder, Missi Wolf, crafted BLAST900, she envisioned an elite fitness facility where every person searching for a complete one-hour ULTIMATE workout, no matter what fitness level, could achieve goals. Today, BLAST900 “The Ultimate Workout,” has become just that: a cutting-edge fitness concept in which participants burn as many as 900 calories per sixty-minute session. BLAST900 is the trendiest, hottest workout in all of Buckhead – Atlanta’s premier residency.

Following three straight years of continuous growth, BLAST900 is in the midst of launching two more initiatives: one, a world-class franchise opportunity reserved for Buckhead-mirrored communities around the country and two, BLASTPrestige, a limited member’s only group with ultimate advantages.

“We have been inundated with requests for us to open franchised locations in markets throughout the Southeast and within the top metropolitan areas nationwide,” Wolf said. “Our clients have been our ambassadors for finding us qualified candidates to carry our growth outside of Atlanta. We want to thank them for their word-of-mouth expansion effort.”

BLASTPrestige is an outside- the-box approach to franchise growth, as BLAST900 will reward its top ambassadors with an elite program if one of their connections turns into a franchisee:

- 1) BLAST4Life: No-cost classes at any BLAST900 Studio for the life of BLAST900
- 2) BLASTApparel: BLAST-branded tees, tanks and caps
- 3) VIPBLASTreatment: Member’s only H2O; Jump to top of wait list for all classes
- 4) BLASTCard: A member’s card that makes holders of the AmEx black card, jealous

"I've been passionate about fitness for many years, but since creating BLAST900, I've become passionate about growing this business through opportunities for franchises," Wolf proclaimed.

“Our clients give us immediate connectors in which we can rely on to help expand our business.”

Wolf also explained the way in which potential franchisees should be passionate about health and fitness, business minded and possess operating capital to grow their businesses. The premiere franchise consulting group, iFranchise Group, was hired to professionalize BLAST900’s franchising plan, while a top analytics firm, GeoStrategies, was retained to determine prime BLAST900 markets through explicit demographic and psychographic location studies.

"We want to add franchises in the Buckheads of every market," added Wolf, referring to one of Atlanta's best-known urban-professional neighborhoods and the flagship location. Target markets for expansion this year are in Florida, Alabama and Tennessee. "We learned very quickly that this concept works best in a city—not in a suburb—because it feeds off the city's energy and vibe. We know where we fit, and now we're looking for new places to go."

ABOUT BLAST900 THE ULTIMATE WORKOUT

BLAST900 THE ULTIMATE WORKOUT is a fitness franchise concept founded, owned and operated by Missi Wolf, an Atlanta entrepreneur and fitness expert. 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 Web site at www.blast900.com.

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