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Blast Off: BLAST900 Hottest Atlanta Workout Goes National

Founder Missi Wolf Drops 100 Pounds; Launches 900 Calories/Hour Burning Franchise

ATLANTA.—[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.

"I've been passionate about fitness for many years, but since creating BLAST900, I've become passionate about growing this business through opportunities for franchisees," said Wolf. The BLAST900 system, Wolf added, stresses and strengthens participants' bodies through a proprietary combination of cardiovascular conditioning on state-of-the-art treadmills, weight training, core stability and stretching activities. "This is a program in which no one ever gets bored because we change it up so often. Plus it's one that's tailored to every person's specific needs. It's very much a personal training session but within a group setting."

Though fitness focused for much her of life, the 5-foot-tall Wolf's weight ballooned to 206 pounds over the course of two pregnancies. By 1998, when she required a doctor's permission just to fly on airplanes, she was determined to lose 100 pounds in two years. Wolf went on a fitness binge of boot camps, spinning classes and marathon training that helped her achieve her weight loss goal, but she also recognized her children needed more of her time.

"They were no longer small enough to leave with a babysitter while I went and exercised, so I wanted to make some changes that allowed me more time to spend with them," said Wolf. "I was training sometimes for two or three hours at a time, so I needed to do shorter yet still efficient workouts."

Into her already busy schedule, Wolf packed college studies of kinesiology and physiology to learn more about the science of exercise. And with the assistance of professional fitness trainers, she created the BLAST900 formula, which employs dozens of pieces of workout equipment to ensure every session is anything but routine. "You'll be on a treadmill for one part of the class, then alternate to the floor, where you'll move on to Reebok Decks, then to traditional weights and maybe on to gliders after that. The only person who knows what's coming next is the instructor," said Wolf, adding that the program challenges aerobic and anaerobic fitness in addition to muscular strength and endurance.

Wolf said potential franchisees are passionate about health and fitness, business minded and possess operating capital to grow their businesses. A consulting group was hired to professionalize BLAST900's franchising plan, and a geo-strategy firm was retained to do location studies and determine prime BLAST900 markets.

"We want to add franchises in the Buckheads of every market," said 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 [website](#).