



## Town Sports International Rings in the New Year With Rock the Scales

### Customized Weight Loss Program and \$50,000 Sweepstakes

NEW YORK, Jan. 1 /PRNewswire-FirstCall/ -- Town Sports International Holdings, Inc. ("TSI") (Nasdaq: CLUB), a leading owner and operator of fitness clubs in the Northeast and Mid-Atlantic region, today launched its first annual Rock the Scales weight loss program and \$50,000 sweepstakes, open to all New York Sports Clubs, Boston Sports Clubs, Washington Sports Clubs and Philadelphia Sports Clubs members.

"As weight loss is on the top of everyone's mind in the beginning of the year, TSI is excited to be launching Rock the Scales, a comprehensive eight-week weight loss challenge designed to help our members with their New Year's resolutions. By following a customized meal plan and workout routine, members can safely lose one to two pounds per week, with a great sweepstakes incentive," said Bob Giardina, CEO of TSI.

"The International Health, Racquet & Sportsclub Association says that 12.4 percent of new gym memberships come in January, the highest percentage of any month by nearly three percent. We want to do all we can to make sure our current members, as well as new members, have all the tools they need to meet all of their fitness goals for the New Year," continued Mr. Giardina.

Members have access to fitness advice and an easy-to-follow eight-week nutrition and meal plan to aid in their New Year's weight loss goals. All participants will receive weekly emails filled with valuable advice and insights from Sports Clubs pros, as well as extra support in the clubs. After completing the eight-week challenge, winners will be selected among the registered participants regardless of their weight loss results.

All members can win. To be eligible they must:

- Be a current member or join by January 31, 2007
- Register online at [mysportsclubs.com](http://mysportsclubs.com) for the Rock the Scales Sweepstakes between January 1 - February 15, 2007
- Register their starting weight the first week, weight after the fourth week, and final weight after the eight week challenge is complete

Prizes include a trip for two to Las Vegas, a Pilates retreat in Toronto, a \$2,000 shopping spree in New York City with a top celebrity stylist, a five-year Sports Clubs membership, and more. Winners will be announced by April 30, 2007.

As part of Rock the Scales, members will also be able to move and groove with the Rock On workout throughout January and February. Members will have the opportunity to start the New Year on a healthy rock and roll note with this unique circuit class.

In addition, TSI will be offering a special joining rate of \$20.07 at all clubs throughout the month of January.

About Town Sports International Holdings, Inc.:

New York-based Town Sports International Holdings, Inc. is a leading owner and operator of fitness clubs in the Northeast and mid-Atlantic regions of the United States. TSI operates under the brand names of New York Sports Clubs, Boston Sports Clubs, Washington Sports Clubs and Philadelphia Sports Clubs, with 144 clubs and more than 446,000 members in the U.S. In addition, the Company operates three facilities in Switzerland. For more information on TSI visit <http://www.mysportsclubs.com>.

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