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Town Sports International Opens Second Luxury Brand Boutique Location in Manhattan's Financial District

BFX Studio Brings the Complete Boutique to 30 Broad Street

NEW YORK, March 23, 2015 /PRNewswire/ -- Town Sports International (NASDAQ: CLUB), a leading owner and operator of health and fitness clubs in the Northeast and Mid-Atlantic, announced the expansion of its boutique brand, BFX Studio, with the opening of its second location in NYC's Financial District (FiDi) at 30 Broad Street. The first BFX Studio opened in Manhattan's Chelsea neighborhood in June 2014.

The 15,000-square-foot space features floor-to-ceiling windows and historic architectural details such as a marble staircase leading from the street level entrance to the studio's main floor. BFX Studio's FiDi location will expand on its signature cross-training approach to the boutique studio scene with three studios under one roof: indoor cycling, group exercise, and personal training.

"With the opening of BFX Studio in the Financial District we are continuing to distinguish ourselves from other boutique brands by creating a 'complete boutique' experience," says Dan Gallagher, CEO of Town Sports International. "BFX's multi-disciplinary approach is an evolution of the boutique model. "Our philosophy is that mixing it up is more fun and effective, and by providing clients with a variety of choices, it ensures they stay engaged and get the most out of their workouts."

New to BFX FiDi will be the launch of updated Fusion workout formats designed by BFX celebrity trainer Kira Stokes. The Ride Republic Studio has been custom-designed with half the studio as a stadium-style spin platform and the other half as a high intensity training floor with TRX, sandbags etc. BFX Fusion will also feature custom music blends created by DJ Scott Melker who is well-known in the fitness industry for his creative, inspiring workout beats.

BFX Studio is also expanding its signature boxing and kettlebell program "Box & Bell", a hybrid workout consisting of 30 minutes of boxing combined with 30 minutes of kettlebell drills.

Like its first location in Chelsea, BFX Studio, FiDi also features wearable, performance-based technology and exclusive fitness assessment tools like Fit3D and DMX STRENGTH, eliminating the guess-work in tracking training results. The new Financial District location has expanded changing rooms and luxury shower amenities.

About BFX Studio: BFX Studio is the boutique brand of New York-based Town Sports International Holdings, Inc. (NASDAQ: CLUB), a leading owner and operator of fitness clubs in the Northeast and mid-Atlantic regions of the United States. BFX Studio's premier location is in the Chelsea neighborhood of Manhattan. Additional locations are set to open in the Back Bay area of Boston, MA in early 2015 and Manhattan's Upper East Side in Fall 2015. For more information, go to www.bfxstudio.com.

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