



December 23, 2014

BFX Studio Adds Premium Access To Luxury Private Training Facilities

High-end boutique brand launches BFX Private Access, a first-of-its-kind equipment reservation plan

NEW YORK, Dec. 23, 2014 /PRNewswire/ -- BFX Studio, the boutique brand of Town Sports International, announced a new premium reservation program - **BFX Private Access** - for clients. The new concept allows fitness enthusiasts to book time working out in a semi-private environment within its Private Sessions personal training spaces.

With BFX Private Access, clients can now make a reservation for its top-of-the-line cardio machines, strength and functional training equipment. Similar to booking one of the studio's signature class offerings, fitness enthusiasts can reserve 1-hour time slots to exercise without the overcrowding of those eager to tackle New Year's Resolutions brings to most gyms. In fact, January brings in more traffic to America's gyms than any other month. The new program, which will remain a key studio fixture, affords clients the opportunity to train in a luxury space without having to be a member.

"With the launch of BFX Studio, it's been our goal to create an oasis for people seeking a more personal workout experience. This takes it to another level where clients now have the ability to use the best gym equipment with privacy and exclusivity," said Bob Giardina, CEO of Town Sports International. "We can't think of a better time to launch than now as most gyms prepare for extended wait times for equipment. This reservations program continues to enhance the boutique gym concept and it's also yet another way clients can take advantage of cross-training under one roof, which is what makes BFX so unique from other boutique studios."

Reservation prices begin at \$30/hr. 5-Pack visits can be purchased for \$140. Clients can book in-person or via bfxstudio.com. Reservations will also be limited based on availability.

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. A flagship BFX Studio location launched during Summer 2014 in the Chelsea neighborhood of Manhattan. Two new locations are set to open early 2015 in Manhattan's Financial District and the Back Bay area of Boston, MA. For more information, visit bfxstudio.com.

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