

## **MicroFit announces strategic alliance with Visual Fitness Planner**

Mt. View, CA – October 13, 2008 -- Rob Rideout, Vice President of Sales for MicroFit, Inc. announced today the strategic alliance between MicroFit and the Visual Fitness Planner (VFP). The initial integration of the two companies software programs will combine the features of MicroFit's industry leading fitness/wellness assessment solutions with the features of the VFP's turn-key system for marketing, capturing and integrating new members into a healthy lifestyle change. As part of this alliance, existing customers of both companies may choose to upgrade to the new, integrated solution.

According to Mr. Rideout, "The combination of our MicroFit HealthWizard 5 software with the VFP "Health Risk and Health Age" assessment is going to help health clubs achieve a much higher level of public acceptance, particularly in corporate America and the medical community because we can offer scientifically based reporting, accountability, and motivational factors to produce positive health outcomes. This will result in a better member experience, higher retention, and more referrals."

Daron Allen, President and CEO of the Visual Fitness Planner also points out "Integrating new members into a healthy lifestyle is an important focus of Visual Fitness Planner. Our technology is the market leader in motivating and educating new members on the value and need for professional assistance. Combining our emotionally engaging technology with MicroFit truly creates the ideal system for clubs to drive assessment, member engagement and revenue production."

Club One Fitness group, headquartered in San Francisco, CA, is the first company to roll out the MicroFit/VFP integration which has been in development over the past twelve months.

**MicroFit** – Established in 1986, MicroFit systems have set the industry standard with the highest quality, medically based health and fitness assessment products. Innovation and market leadership has made MicroFit technology the preferred choice to accurately assess health and fitness status, identify appropriate intervention programs and track individual and group outcomes.

**Visual Fitness Planner** – Based in Fort Worth, TX, the VFP automates a health and fitness facilities' existing sales, marketing and orientation systems with the power of its' visually impacting technology. VFP calculates a person's health risks for diseases, predicts their "health age", creates a 3-D image of their body and calculates exactly how long it will take to achieve their goals...and in this process increases personal training sales and member retention.

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