

Lifestyle Family Fitness Adds HydroMassage To More Clubs

Clearwater, Florida, May 20, 2010-- After introducing HydroMassage in several clubs in 2008, Lifestyle Family Fitness recently added this amenity to six more of their Florida clubs.

HydroMassage beds provide a solution to the hassles of hiring and managing massage therapists, and offer fitness clubs an opportunity to increase non-dues revenue, as well as assisting in new member acquisition.

Lifestyle CEO John Simmons commented, "We're adding more HydroMassage beds because they've proven to be an integral part of our unique selling proposition. After seeing solid results over the last year and a half, we're confident HydroMassage will continue to be a part of our clubs."

Health club members commonly sign up for HydroMassage as a recurring monthly package, which gives them access to 30 massages every month. Proprietary HydroMassage Member Management software allows the beds to be operated completely unattended.

Simmons continued, "It's really a win-win, because in addition to the obvious health benefits of massage for our members, we also use HydroMassage to drive new guest traffic and increase our closing rates."

About HydroMassage:

HydroMassage is a product of JTL Enterprises Inc., based in Clearwater, Florida. JTL was established in 1989 to manufacture new and innovative products that bring comfort, relief and relaxation to people all over the world. HydroMassage beds combine the soothing benefits of water, heat and massage, while allowing users to remain clothed and comfortably dry throughout their experience.

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