



10/21/08

Ashley,

Thanks for the call the other day. I just counted for you, and as of right now we've put a total of about 80 members on the bed, and 50 purchased a package or added it to their membership. So, we're well over a 50% close rate, and we're selling packages for \$10-\$15 a month. After the first WEEK we had already made enough to make our monthly payment. It's actually kind of surprising when someone gets on it and doesn't buy, because for most people, we know as soon as we get them on it they're going to want it.

Also, I just started passing out the Free Massage cards that come in the marketing package, and I have already had people come into my club just because they wanted to try HydroMassage. The best part is...they ended up buying gym memberships on top of the massage packages, which is ideal. Before, when I invited someone to join my gym, I had to be really careful because I didn't want to insinuate that they were out of shape. But now, I don't need to worry about that because I can get them to come in by offering a free massage, which everyone loves. The same thing goes for men giving guest passes to their wives. Now when I go to health fairs, I can hand guys free massage coupons and say, "Here--be a hero! Take this to your wife so she can have a free massage—she'll love you!"

With the economy so bad these days, and the fact that we're still a relatively new club, I have to really plan out anything I do at this point, because of all of my expenses. But I didn't feel like this was a gamble because I knew that people would like it, and it would be a great revenue builder. When I walk through the club, I can hear members selling each other on the HydroMassage, which is really nice. I hear things like, "Oh have you tried that massage bed? It's just great! I love it!" Even my staff loves using it - After one of my girls used it for the first time, she got off the bed and came to me and said, "I'm never quitting this job!" Bottom line, everything has gone exactly like I was told, every step of the way. Everyone there has have been great to work with. There is nothing but positive that I could say about my whole experience!

Thanks,

A handwritten signature in black ink that reads "Beth Vaillancourt". The signature is written in a cursive, flowing style.

Beth Vaillancourt
Ladies Workout Express
Ardmore, OK