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Contact: Julie Hoang
P: 214.827.2348
E: info@Fit180.com

PRIVATE TRAINING STUDIO FIT180 OPENS A 2ND DALLAS LOCATION
The Wildly Successful, Results-Oriented Private Gym Expands to the West Side

Dallas, TX, March 8, 2010 – This spring, the renowned Dallas private fitness studio, Fit180, opens new doors to accommodate their extraordinary growth, despite the roller coaster economy.

Although in this economy we have all had to cut corners over the past year, the discerning clientele that fills up Fit180's roster isn't skimping on their health and fitness. "Our clients have busy schedules; they value getting the most out of each workout session. Since training at Fit180, they've seen results and want to continue increasing their fitness level," says Fit180 owner, Julie Hoang. "Our clients understand that maintaining fitness is a continual commitment—it's a lifestyle change that can improve every aspect of your life."

The original Fit180 full-service facility located at Mockingbird Lane and Skillman Road has experienced enough steady growth to warrant a second location and will be joined by a new, 3,400-square-foot studio located at Lovers Lane and Inwood Road. "The area (Lovers/Inwood) was in need of a truly private, professional studio—one where you could train privately without the unavoidable distractions of "gym" members around during your sessions," says Julie.

The new Fit180 studio, like the original, will have a modern look with state-of-the-art equipment in a truly private environment. Also, expect the highest standards of cleanliness—Julie is adamant about maintaining clean, comfortable surroundings.

The personal training programs at Fit180 are comprehensive and personalized to each client—with a clear focus on reaching their specific goals. They include food and nutritional guidance (clients are held accountable by submitting daily food logs) in addition to tailored workouts which incorporate cardio, flexibility, core, posture, resistance and functional training.

Unlike other personal training programs, Fit180 uses a team of certified trainers, which keep things fresh for clients—averting the monotony of working out with the same trainer each session. Julie's hand-selected team of highly qualified trainers offers creative diversity and allows Fit180 to offer incredible schedule flexibility (you are not dependent on squeezing into a single trainer's schedule). "Having a team of trainers that share the same clients has proven to keep clients motivated and also benefits them because they are able to get feedback and exercises from a wider knowledge base."

And, as far as the training team goes, expect consistent quality. "We (the Fit180 team) all share the same core fitness philosophy and make sure we're all on the same page and in tune with each client." A key component to Fit180's philosophy is the high accountability factor, which yields unarguable results. Thanks to these dramatic results, the clients keep coming back—and recommending Fit180 to their friends.



Fit180's new location at 5401 Lovers Lane in Dallas plans to open its doors by May 1st.

About Fit180

Having now been in the fitness industry for nearly 10 years, Julie Hoang opened her first Fit180 private fitness training studio at the age of 25, in 2007, to provide Dallas with customized one-on-one fitness training solutions. The private training studios boast no membership fees—clients pay for hourly personal training sessions (food and nutritional guidance included) and are welcome and encouraged to use the facilities to do additional cardio on their own. Other client amenities (depending on the location) include on-site spray tanning (SunFX) and massage therapy.

Julie Hoang has been recognized nationally for her ability to make complete lifestyle turnarounds for her clients. Julie was featured in *People Magazine* for successfully helping one of her clients lose over 100 pounds. She has also been recognized locally by *D Magazine* and *Modern Luxury Dallas*.

For more information and to see results, please visit www.Fit180.com .

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