



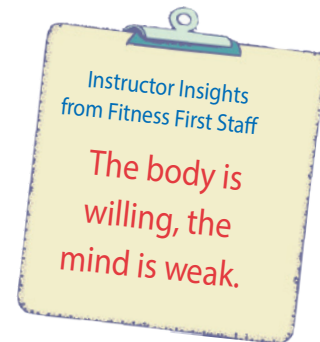
FITNESS DIARY

Steve Ritz, Exercise Physiologist, founded Fitness First in 1998 in Chaska. His second location in Excelsior opened in 2008. Steve earned a Bachelor of Arts degree from Gustavus Adolphus College and a Master of Arts degree majoring in Exercise Physiology from MN State University, Mankato.

Steve has researched and developed a prescription for exercise requiring only one or two intense 30-60 minute appointments a week.

Read about the success of one of Fitness First's Clients...

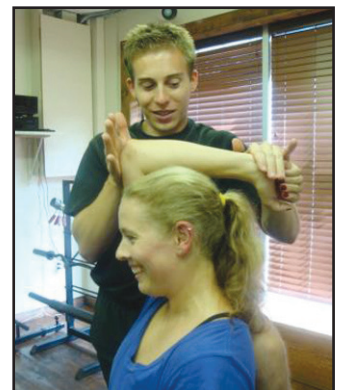
Diane Marthaler, 31 years old, was referred to Fitness First by her friend, fellow co-worker and Fitness First client Laura. Diane had followed Laura's progress as she strength trained in preparation for triathlons, through a pregnancy and beyond. Diane wanted more information about Fitness First so she observed one of Laura's strength training sessions in response to a "refer a friend" program witnessing firsthand what strength training at Fitness First was like.



Fitness Specialist Nick McCoy training Diane on a Hammer Strength Rotator Cuff machine.

"Watching Laura perform each activity and seeing how the Fitness First staff are really there for you every step of the way, was very impressive," Diane said. "This made me excited about starting a program at Fitness First. I really did not understand strength training, but I was very motivated to learn. I really wanted to develop muscle strength and reduce my body fat, but felt intimidated about the concept. Watching Laura go through her routine and talking to Steve, founder of Fitness First, about the program gave me the confidence to go forward. The staff is so friendly

and they really go out of their way to make you feel comfortable. If you are nervous about an exercise, they take you through it step-by-step until you feel comfortable. The nutrition program I started in Jan 2010 has been beneficial. However, I have come to realize the need for strength training in addition to good nutrition to reach my fitness goals. I would never have the muscle definition I do now without my strength training at Fitness First. One thing I had always wanted to do was run a marathon. Thanks to the training at Fitness First, I just ran my second 5k and look forward to working up to my next goal of running a half-marathon. Steve's motto, "the body is willing, the mind is weak," is the philosophy I use in my running routine. Just when I feel I have reached my limit, I keep pushing the extra mile. I now have the confidence to push myself further than I ever have both at Fitness First and on the running path. I feel great, look better and feel more confident than I have ever felt in my life! My long-term goal is to continue my progress, maintaining my weight while continuing to improve my muscle strength."



Nick performing a triceps activity with Diane.

BE STRONGER FOR YOUR JOURNEY

FITNESS FIRST

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