



# 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.

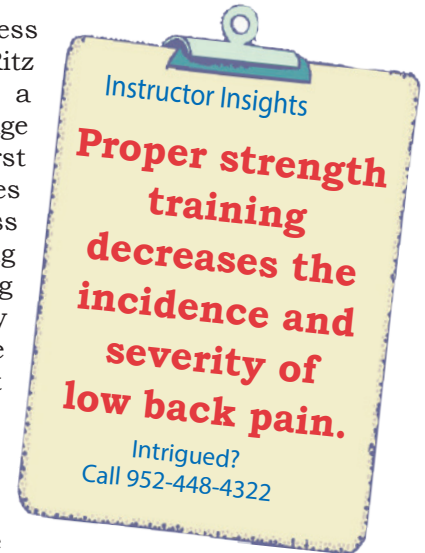
**Read about the success of one of Fitness First's Clients...**



*Tony instructing and supervising Doug on a MedX leg press.*

Doug Erickson discovered Fitness First by hearing founder Steve Ritz on WCCO radio. Doug sensed a level on sincerity in Steve's message causing him to believe Fitness First is a business that passionately cares about helping people. "The Fitness First staff has lived up to everything I sensed and much more," Doug said. "They have completely met my expectations. My health goals were very simple. I am 68 and had not been exercising or participating in physical activities with a desire to improve my fitness and become more active. I have an abnormal

spinal curvature and experienced a back injury in 2002. As a result, I have experienced physical discomfort and decreased mobility. The team of experts at Fitness First addressed my goals while respecting my concerns. I have reduced pain, improved mobility and my very observant supervisor has noticed the impact on my work performance. Fitness Specialist Tony has been very important to my success. He is very caring and precise. He makes sure I perform activities correctly without making me feel inept if I struggle with form and technique. He is concerned about my physical progress as well as being interested in happenings in my life. Everything the staff at Fitness First has promised has been provided. I am extremely pleased with the professionalism and manner in which they conduct themselves during my strength training appointments. The staff at Fitness First provides a great service that is convenient, efficient and a great value. They do all this with a friendly, personal approach using a 'can do' philosophy that is contagious."



*Doug performing an activity with Fitness Specialist Tony Austad to*

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