



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...



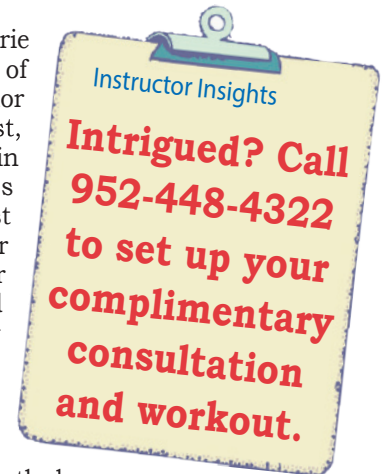
Mary Ellen Russell using a MedX triceps machine with instruction and supervision from Fitness Specialist Tony Austad.

Mary Ellen Russell, a 68-year-old Eden Prairie resident decided to purchase a package of appointments to strength train at the Excelsior Fitness First location for two reasons. "The first, I was encouraged by a friend to strength train for bone health and secondly meeting Fitness First Fitness Specialist Tony Austad in August 2014 at a business meeting. I am a member of a Business Network International chapter in Hopkins and Tony presented a 60 second commercial contrasting the appointment only approach at Fitness First to the come and go 'big box' fitness establishments. I was intrigued enough to make an appointment with Tony to have a complimentary consultation and workout. I discussed my goals to improve strength, bone

health and manage stress. I had been encouraged by my doctor to increase my physical activity and was very confident after the initial meeting with Tony Fitness First would be a perfect selection for me. Since I am a mother of two adult children I had nothing stopping me. I decided to purchase a package of appointments and have been strength training in the Excelsior location twice weekly ever since.

"I was very concerned when I began I would experience extreme pain and discomfort because I would be involving seldomly used muscles. I have been very pleased there has not been the trouble I anticipated. The appointments have been more tolerable than I imagined. I do experience effects from the appointments but never pain. I enjoy working with Tony very much because it is comfortable and he tolerates my 'old lady card'. I continually remind him he is working with an old lady which causes him to laugh. It is very productive and enjoyable working with Tony. I highly recommend it for anyone especially women over 55. The fact that everything at Fitness First is appointment only and very supervised is very valuable. It is very comforting knowing everything is performed correctly and safely.

"I was obese for more than half my life and lost 130lbs around 2004. I was double the size I am now, which put stress on my body including issues with diabetes and high blood pressure. I have been able to continue managing my weight and feel better as a result of my strength training at Fitness First. I have a food plan and restructured my lifestyle as well. Fitness First does not use a one size fits all cookie cutter approach. They truly customize the plan to me and my goals. I am very happy with Fitness First and can not imagine my lifestyle without them."



Tony Austad coaching and supervising Mary Ellen on a MedX lateral raise machine.

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FITNESS FIRST

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