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HYBRID GROUP FITNESS NOW AVAILABLE IN ITALIAN FITNESS MARKET

La Vinci Fitness Opens New Club Concept with Fitness On Demand™

Fabriano, Italy (May 20, 2014) - Fitness On Demand's digital, on-demand programming featuring hundreds of group fitness classes is now available to the Italian fitness market.

Founded in 2011, Fitness On Demand™ offers hundreds of digital classes available to fitness spaces that often sit empty for hours at a time. In addition, Fitness On Demand™ will provide fitness facilities with a solution to the supply and demand epidemic that operators face when using only live instructors. The company, which has grown over 130 percent in the past year can also be found in hotels, residential complexes, worksites, assisted living centers and health clubs and is reinventing the way group fitness is delivered with:

- Fully integrated on-demand system with dedicated support
- Growing library of fitness classes with more added every month
- Premier group content from world-class fitness providers like Giovanna Lecis, Les Mills and Induro Cycling
- Classes also available in English, Spanish, and Portuguese

"Fitness centers in general are always looking for ways to make their spaces more accessible and efficient, and our digital programming has proven to increase participation and give options of both live and digital classes," said Garrett Marshall, Business Development Director for Fitness On Demand™. "We expect to see the same kind of enthusiasm for Fitness On Demand™ in the Italian marketplace as we've seen in fitness facilities around the world."

To learn more about La Vinci visit: <http://www.lavincifitness.it/sport/>

About Fitness On Demand™

Fitness On Demand™, available in more than 1,000 locations in four different languages across 16 countries, is a premier provider of a video based delivery system that hosts more than 600 group fitness classes. Fitness On Demand™ is available for use in health and wellness facilities at hotels, university campuses, residential complexes, worksites, assisted living centers, and health clubs. Virtual classes, including kick boxing, yoga, cycling and dance are taught by world-class instructors, and can be played on demand, or at pre-scheduled times, offering unparalleled flexibility and access to a variety of classes. For more information, visit fitnessondemand247.com.