



**FitOne Launches New Studio in Old Town Alexandria
Elite Trainers Combine the Science of Resistance Techniques with Fitness**

Grand Opening Celebration – Friday, September 28th – Open To All

Old Town Alexandria, Virginia, 26 September 2007 – FitOne, a unique personal training organization, has opened its first studio in historic Old Town Alexandria. The membership-free facility offers a modern, vibrant atmosphere where clients can work with elite personal training professionals.

Customized FitOne programs deliver results and evolve clients both physically and mentally. Distinctive fitness and wellness plans are based on the science of resistance training and the latest exercise techniques including strength training, cardiovascular exercise and nutrition education, in one-on-one or small group settings.

New clients are eligible for a complimentary training session.

“FitOne’s fitness philosophy over eight years remains rooted in the science behind resistance training,” said Caity Davis, FitOne owner. “We incorporate the latest exercise and resistance training techniques, while making certain each customized program is fun and safe. Whether maintaining weight, trying to look great for a wedding or training for a marathon, the same principles apply!”

Positive feedback from long-time clients, and a desire to create a more specialized training environment, served as the basis for the new studio. Previously, FitOne provided services through local gyms and fitness centers.

“Working with a personal trainer is one of the most effective ways to improve physique inside and out,” said Jill Stump, FitOne owner. “We believe access to skilled personal trainers should be available to everyone, which is why the new studio expands our services more broadly through a membership-free exercise environment. Anyone with sweats and sneakers has access to good health through exercise with FitOne.”

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FitOne expanded its services for clients to achieve variety in their workout routines and gain educational information to reduce risks of injury. In addition to one-on-one sessions, group training programs are available – including Full Body Blast, Split Routine, Women on Weights and Express Fitness – and designed to provide workout diversity and an affordable supplement to traditional individualized training.

Additional studio programs include Pilates, Muscle Activation Techniques, Massage Therapy, Healthy Happy Hours and a 'FitOne Explores' series. Scheduled to begin in October, the series offers clients an opportunity to sample new cardio activities such as Belly Dancing, Boxing, Jujitsu and more.

FitOne personal trainers are highly-skilled fitness professionals who offer caring and educational guidance to clients. All trainers have completed in-depth fitness curriculums and certifications from nationally-recognized organizations, and improve their skills through continuing education seminars.

As part of the studio opening, FitOne worked with BLANK, www.blankblank.com, an award-winning DC-based strategic design communications firm. The result is a new marketing and branding campaign based on the science behind fitness. The brand elements were inspired by the periodic table and FitOne's belief in the mechanics, physics and positive impact applying weight and resistance can have on the body.

Grand Opening Celebration

FitOne will host an open house Friday, September 28th between 6-9 p.m. at the new studio in Alexandria, 814 North Saint Asaph Street. All existing and new clients are invited to attend. Health inspired cocktails and appetizers will be served, and trainers will be on hand for demonstrations and gift giveaways.

About FitOne

Founded in 1999 by Caity Davis and Jill Stump, FitOne is dedicated to helping clients improve their physical health and overall quality of life. With 25 years of combined fitness industry experience, they have created a results-oriented organization to train, motivate and educate clients. Over the years, FitOne's commitment to excellence has enabled them to help thousands of individuals achieve their fitness goals. www.fitonestudio.com.

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