

“BREAKING YOUR BODY TO BUILD YOUR FORTUNE”

Addie's Personal Training Studio's Executive Express Program saves the careers of overworked executives

SAN DIEGO - Addie's Personal Training Studio, semi-private personal training studios with a friendly, non-intimidating environment, announced today the Executive Express workout is now available at their UTC and Pacific Beach locations. Designed to support overworked executives frantically juggling long hours and tight deadlines, the executive express workout program focuses on improving morale and boosting energy in just 25-minutes of exercise. Each private workout is carefully designed to individual needs and goals by a certified personal trainer.

“Studies show when people look and feel their best, they perform better, physical exercise yields positive results in all aspects of life, including lowering stress and improving concentration,” says Tyler Merrill, who runs the studio's two locations with wife and founder Addie. **According to a recent study for the Center for Work-Life Policy, fifty percent of top corporate executives are leaving their current positions because of the adverse affects on their health.** “For business leaders, their health can take a back seat to their financial bottom-line; we understand that, our 25-minute workouts become their opportunity to invest in their greatest asset, their health.”

At 46, it was a crossroads for engineering consultant Charlie Jones, continue down a path of declining health, or make an investment in his body. In 2003, with blood pressure soaring and sleepless nights increasing, the self-admitted workaholic decided to hire a personal trainer and never look back. "I couldn't continue at the pace I was going, it was unbelievable that my body was wasting away right in front of me," says Jones. "Exercise became a self-prescribed medication," admitted Jones. "I exercise with my trainer at Addie's 3x/week and finally have control of my life again." As far as his health, Jones has lowered his blood pressure, decreased his cholesterol 100 points and lost 20 lbs. **The American Institute of Stress reports that seventy-five to ninety percent of physician visits are related to stress; the cost to industry has been estimated at \$200 billion-\$300 billion a year.**

Since 2001, Addie's Studio has worked with hundreds of busy executives and business leaders by helping them reach their fitness goals through a customized approach to fitness where customer service, client satisfaction, and community involvement drive success. In addition to the Executive Express workout, Addie's Studio offers 25 and 55-minute workout sessions and nutrition consulting. Originally located in Pacific Beach, the studio opened up their second location in La Jolla at UTC in 2006.

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About Addie's Personal Training Studio

Since 2001 Addie's has assisted dozens of San Diego's most powerful business leaders reach their peak fitness performance. In 2007 Addie's Personal Training Studios were recognized for their community involvement by bizSanDiego, San Diego Chamber of Commerce, San Diego Business Journal, and San Diego Magazine. In addition, Addie's was awarded with the prestigious Multiple Sclerosis Partner of the Year award.

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