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4 June 2007 – Official Announcement

Fitness First

**Essence Communications to Position Fitness First as
The Preferred Fitness Expert**

Following a competitive agency pitch, Fitness First Malaysia has appointed Essence Communications as the official PR Consultancy to strategically position the company as the preferred fitness expert and health advocate. Geared to raise the prominence of Fitness First expertise in advanced fitness and health concepts, Essence Communications will execute a year-long branded campaign through media-centric programs that will maximize Fitness First Malaysia's brand awareness and appeal amongst the local public.

Originally founded in the UK in 1993, Fitness First today has over 500 clubs in 18 countries with over 1.4 million members globally. The company offers an extensive range of fitness programs and state-of-the-art facilities created with the objective of delivering a high-quality, expert fitness experience that offers value for money.

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