

Press Release

PTI Raises Money to Support Jared Foundation

Jericho, NY, August 5, 2010 – As part of its quest to bring healthier connections that combine fitness and nutrition, Personal Training Institute® (PTI) has joined Jared Fogle, Subway® Spokesperson, in support of the Jared Foundation to help combat childhood obesity. PTI donated two treadmills to the Foundation valued at approximately \$7,945 each courtesy of its equipment supplier Star Trac®. The equipment was raffled off at the 2010 Subway Convention July 25 in Chicago, Illinois.

In a follow-up letter to PTI, Russ Taylor, Executive Director, Jared Foundation wrote, “We raised directly because of you \$9,300!!! That is an incredible number and a reflection of what can happen when we all work together to battle childhood obesity. This epidemic shows no signs of slowing down but together we are convinced we can make a difference. We have no choice – the problem is too great to ignore.”

Jared was present at his Foundation booth to promote his cause (photo attached). Attendees had the opportunity to purchase a photograph with Jared to support his Foundation, which helped raise money. The Foundation provides programs for children ages 6-14 and support tools and information aimed at helping parents, educators and health care professionals to help prevent childhood obesity by encouraging positive lifestyle choices.

About Star Trac: Star Trac is the fastest-growing company in the commercial fitness equipment industry. This success is driven by user-focused product innovations that were inspired by the company’s mission to provide products to mold lifelong habits for health and fitness. For more information call 800-228-6635 or visit www.startrac.com.

About Personal Training Institute: PTI has been changing lives since 1987 by combining its proven integrated program that encompasses one-to-one strength training and customized nutrition counseling for every client. PTI was named “Best in Category” in the recent Top 50 Franchise Business Review. This results-oriented franchise is growing nationwide to help members and owners to achieve their goals. For more information, see www.ptifranchise.com.

CONTACT: Carol Kur, MSRD 516-342-9064 x16 or ckur@personaltraininginstitute.com; www.personaltraininginstitute.com.



SUBWAY® is a registered trademark of Doctor's Associates Inc.