



THE ATHLETIC CLUB

LUXURY. FITNESS. FAMILY.

WELCOME TO THE ATHLETIC CLUB FAMILY!

It's with great enthusiasm that we share some exciting news with you regarding your club. **THE Athletic Club** is thrilled about our recent purchase of Prairie Life Fitness. We are thankful, eager and ready to serve you and your community. It is our pleasure to maintain you as an ongoing member of the club you already know and love!

Our #1 motivation and mission is to maintain consistency in the fitness experience that you've come to depend on. In addition, we'll be providing new facility upgrades and fitness programming as you work toward your goals.

\$4 MILLION INVESTED: EXCITING IMPROVEMENTS ARE COMING YOUR WAY

THE ATHLETIC CLUB WILL BE UPGRADING ALL OF YOUR FACILITIES WITH OVER \$4 MILLION INVESTED IN NEW SERVICES & EQUIPMENT!

The upgrade process will take place over the next 4-6 months and will include, but not be limited to:

- *UPDATED Locker Rooms (featuring NEW lockers)
- *REFRESHED Kids Facilities
- *NEW Cardio Equipment
- *NEW "TRAINERS PLAYGROUND"
- *NEW Functional Training Area
- *NEW Core & Strength Equipment
- *NEW Saunas
- *NEW Free Weight Rooms
- *FRESH Interior Touches
- *Power Platforms
- *Multi-Use Smith Machines

NEW, INDUSTRY LEADING SERVICES such as **ZIRCON TRAINING**, **COMBO 6** & (in select clubs) Tru>Lady (an exclusive women's only gym within the club).

THE BEST MEMBER RELATIONS & COMMUNICATIONS through our NEW website & social media.

TIMING - The first club for remodel will be 132nd & Center club. From there, there will be a detailed outline of dates and agendas for the upgrades coming to every club. Memos will be distributed 2 weeks before each club refresh begins. Stay tuned....More to come.

A SEAMLESS TRANSITION: WE'RE FAMILY

Your membership experience will go uninterrupted. Our goal is to elevate your member experience even further. You'll keep the same membership you have today while we work to ADD EVEN MORE!

YOUR MEMBERSHIP dues will remain the same as we will be honoring all existing memberships.

Thank you for allowing us the opportunity to serve your fitness and wellness needs. Look out for further, more in depth updates in the coming weeks as we get settled in with the Managers in your facilities. The same smiling faces you know, and trust, are now an integral part of our management team. As always, they'll be here at the club to answer your questions during the transition and beyond. In the meantime, we applaud your club community for a proud past and look forward to serving you an even brighter future as **THE Athletic Club!**

In Health,

Danny De La Rosa
CEO | **THE Athletic Club**

Leo Venteicher
Director of Operations | **THE Athletic Club**