



FOR IMMEDIATE RELEASE 1/4/12.

**Contact: Kaci Barnes, In-Shape Health Clubs
(209) 472-2231, ext. 1144 or kacib@inshapeclubs.com**

IN-SHAPE HEALTH CLUBS Announces Annual Biggest Winner Contest *Members compete for cash and prizes to get in the best shape of their lives.*

Multiple cities, CA (January 4, 2012)- In-Shape Health Clubs is launching its 2nd annual Biggest Winner Fitness Challenge, offering \$10,000 in cash and prizes to participating members who will compete against each other to lose the most body fat. All In-Shape locations will take part in the contest, which is open to all members.

"It's that time of year when everyone is making New Year's resolutions to look better and be healthier. We had such a great turnout last year that we decided to bring Biggest Winner back and make it even better," said Rob Farrens, Executive Vice President. "Our members have been asking to do this competition again, so we know **it will be popular... and hopefully help a lot of people reach their goals!**"

The two In-Shape Biggest Winners (one male, one female) will be determined by amount of total body fat lost. **They'll receive** cash prizes, as will two second and two third place finishers. Each club will also honor their own male and female winners with other prizes, resulting in over 100 total winners. Bonus Challenges along the way will offer more opportunities to win prizes like weekend trips, gift cards and much more! All participants who finish the contest will be automatically entered to win a trip to Hawaii, regardless of the amount of weight they lose.

The contest features images of 2011 Biggest Winner finalist, Mary Chisholm, who dropped a total of 12.1% body fat **during last year's contest**. "Joining In-Shape has been so much fun, **I don't even feel like it's exercise,**" said Chisholm in a recent interview. "At age 50, I'm happier, so much more energetic and it all started last year with the Biggest Winner."

"Everyone wants to be their best but we all get busy and have competing priorities," said Paul Rothbard, Chief Executive Officer. "Hopefully the extra incentives **and competition we're** offering can be the extra push to get people to make this the year they lower their blood pressure, get their diabetes under control, or just fit into those smaller jeans. We want each member to find out exactly what this means in their own lives."

Participants can register at any In-Shape club by January 31, 2012, and the contest will run for 90 days. Regular weigh-ins and "Before and After" pictures will be facilitated in the club. Each participant will receive a free session with a Personal Trainer for an equipment orientation and some starting tips. Additional personal training can be purchased at a special rate for Biggest Winner participants but is not required to participate or win the contest.

About In-Shape Health Clubs

In-Shape is ranked one of the top 20 health club companies in the United States and owns and operates 51 locations in California. Founded in 1981 with one club and a vision for helping people stay healthy and have fun, the company has experienced consistent success and growth throughout the state.