



November 2012

CORE-TEX™: THE NEW EXCLUSIVE FAST CLASS AT VIRGIN ACTIVE HEALTH CLUBS



Following hot on the heels of the exclusive Core-Tex™ launch at its flagship club at 200 Aldersgate, Virgin Active Health Clubs is launching a bespoke 20 minute **Core-Tex™ Fast Class** at the £1.1million refurbished Kensington Club.

The Core-Tex™ does what nothing else in the fitness, sports conditioning or rehab worlds can do: Create a truly three dimensional surface for functional movement. Its versatility enables users of all levels and abilities to train the entire body in multiple positions using the unique motion to increase strength and mobility.

Virgin Active's exclusive Core-Tex™ Fast Class is a 20 minute express workout that takes place on the gym floor lead by a highly skilled Fitness Coach. The name 'Core-Tex™ is inspired by the cerebral cortex in the brain which plays a key role in perceptual awareness, thought and memory amongst other things. When you perform exercises using the Core-Tex™, your whole body is used especially the brain and nervous system. The Fast Class is designed around 4 sections; mobility, strength, interaction and challenge.



- The mobility section prepares your body for the rest of the class as well as loosening some tight muscles. The Core-Tex™ platform moves in smooth circular motions so the mobility section also helps to get you used to the unstable surface. There are some amazing movements that you will do in the first few minutes of the fast class that will leave your back and hips feeling more mobile and supple.
- The strength section is where you start to sweat! Your Fitness Coach will guide you through 4 different whole body exercises using the Core-Tex™ for 30 seconds at a time.
- Interaction is where the fun begins! 5 minutes of whole body exercises with a partner keeps the intensity of the workout high but the time flies when you're having fun!
- The last section of the class is the Core-Tex™ Challenge. The exercise is chosen by the instructor each week and it is your own challenge to push yourself to your limits.

The Virgin Active Core-Tex Fast Class™ is designed to work your whole body especially your core. There are no sit-ups or traditional abdominal exercises, however during each exercise the muscles of your core will automatically engage to keep you on balance. Other small equipment such as the medicine ball is used in some exercise drills during interaction and Core-Tex™ Challenge sections.

Says Alan Holl, Head of Fitness at Virgin Active,

“We are thrilled to launch the Core-Tex™ Fast Class at our Virgin Active Kensington Club and will soon roll it out to other national clubs. We know that people today are notoriously time poor and we pride ourselves on being able to offer a whole body workout that doesn't require spending over an hour working out”.

Core-Tex™ Fast Class is available at Virgin Active Kensington Club and 200 Aldersgate



For press information on Virgin Active Health Clubs, please contact Beige London on 0207 404 3000 or email virginactive@beigelondon.com

-ENDS-

Notes to Editors

About Virgin Active Health Clubs Virgin Active is a leading global health club operator, operating over 250 fitness clubs in the UK, South Africa, Italy, Spain, Australia and Portugal. Since being formed in 1999 Virgin Active has achieved twelve consecutive years of revenue and profit growth with 2011 EBITDA increasing to £126.8m, 11% ahead of 2010. Virgin Active's success has been built on a strategy that focuses on three key success factors:

Location - we use precise demographics to ensure our clubs are situated in large catchments where we know the demand will support building large facilities;

Value - large facilities allow us to drive economies of scale which provide us the opportunity to offer outstanding value for money to our members by providing comprehensive multi-use facilities at competitive prices;

Service - We are a dynamic business with one of the world's most recognisable global brands, which enables us to attract great people who are very passionate about customer service.

In 2011 Virgin Active acquired the Esporta estate of 53 UK clubs, including 20 racquet clubs, taking the UK estate to over 120 clubs. This makes Virgin Active the largest Health Club business in Europe and takes the Group Proforma 2011 Revenue up to £536.2m. In 2012 Virgin Active opened its £8million Virgin Active Classic Health club at 200 Aldersgate.

Virgin Active intends to open 35 to 45 new clubs in the next five years.

For more information, please go to www.virginactive.co.uk