

## PRESS RELEASE



### LAVA Sport & Fitness, LLC. – featuring THE BOXING CLUB Press Release

#### American Idol Films in LAVA Sport & Fitness, Carlsbad Location

San Diego, CA – May 21, 2008 – LAVA Sport & Fitness, LLC., today announced that American Idol, the phenomenal hit reality show on the Fox Television Network, selected LAVA's Carlsbad fitness club for filming specific segments of the boxing/fight themed David v. David, finals show which aired on Tuesday, May 20<sup>th</sup>, 2008. Jim Lampley, one of America's best known sportscasters who lives in the San Diego area, suggested LAVA Sport & Fitness featuring The Boxing Club, as the perfect back drop to his segments on last night's American Idol show. Lampley who is best known for his work on HBO Boxing telecasts, serves as the blow-by-blow announcer on all World Championship Boxing and HBO Pay-Per-View productions. Lampley has called more than 500 fights, and he has been nominated in each of the past two years for the Sports Emmy for "Outstanding Play-By-Play," Lampley was hired by American Idol to do "bit" pieces about how the 3 round sing-off between David Archuleta and David Cook, could be compared to a 3 round boxing match.

#### INVESTOR RELATIONS:

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An American Idol senior producer contacted LAVA Sport & Fitness, LLC., late Friday, May 16<sup>th</sup>, to ask if LAVA would be interested in having them film Lampley's segments in one of LAVA's clubs the next day. Paul Rivera, Chief Operating Officer for the fitness chain said, "This was a no brainer! Who wouldn't want to be a part of the hype around the American Idol finals show? While it was a last minute request, we did everything possible to accommodate American Idol and be a part of it!" Because the finals show and its theme was shrouded in secrecy, American Idol senior producers asked LAVA Sport & Fitness not to publicly announce their participation in the show until after it aired. "We did our best to keep the secret," says Mr. Rivera. "It was hard though. We were excited!"

Steven Wade, CEO of LAVA Sport & Fitness, said, "It is truly an honor to have been asked to play a part in the production. We want to thank Jim Lampley for recommending our fitness club to American Idol. It was interesting to see the process and see the executive producer's attention to every detail, directing Lampley via cell phone from Hollywood. It is no wonder that Nigel Lithgoe is so successful. Even though the bits filmed at LAVA were small, I am still proud that American Idol chose us. American Idol is welcome back at any time."

**About LAVA Sport & Fitness, LLC. Featuring THE BOXING CLUB**

LAVA Sport & Fitness is a cutting edge, innovative, state-of-the-art, full service, health club chain, with 5 locations in the greater San Diego area. Members enjoy world class, fun, top notch health clubs that feature the most modern equipment, highly attentive professional trainers, and more than 500 innovative group **Xercise** classes per month per location, **included** in the membership fees. LAVA's all encompassing fitness clubs offer strength training and cardio equipment, Gravity, Pilates, Yoga, Indoor Cycling, and Instructional Mixed Martial Arts training including; Boxing, Muay Thai Kickboxing, Jiu-Jitsu, and Self Defense. LAVA's health clubs have been described as fitness club meets night club, in that members experience an unparalleled high energy, explosive workout environment with first class amenities such as steam, sauna, digital lockers, and towel service.

**Forward-Looking Statements**

Except for historical information in this Press Release, any statements, assumptions, and expectations regarding the future growth, future financial results, and future opportunities; as well as any opinions, beliefs, plans, goals, projections, or expectations should be considered forward-looking. These statements are subject to a number of risks and uncertainties. Any number of factors such as but not limited to; changes in the economic climate, changes in the competitive landscape, and operational cost increases, can cause the actual results or events to differ materially from those indicated as forward-looking statements.