



Obama' and 'McCain' to Help Launch Bipartisan Exercise Platform

New York Sports Clubs to Introduce "VOTEROBICS 2008" - An Election Themed Workout Designed by the Clubs' Trainers

NEW YORK--(BUSINESS WIRE)--Aug. 26, 2008--As the presidential candidates ramp up their campaigns at the party conventions, New York Sports Clubs (NYSC) will launch a "campaign" of its own - Voterobics 2008 - an election themed exercise program that draws attention in a fun way to the connections between the presidency, exercise and the overall health and well-being of the U.S. population.

The workout will be launched today, Tuesday, August 26th with a special demonstration featuring look-a-likes of Barack Obama and John McCain participating in a class led by New York Sports Clubs trainers Josh Zitomer and Amie Hoff at the NYSC on 52nd Street and Broadway (1657 Broadway).

Voterobics 2008 consists of a varied array of exercises geared toward cardio, strength and conditioning. Each of the 12 stations has a politically flavored title attached to it. For example, Balance the Budget (balancing yourself on a wobble board); GOP Grand Old Push-Ups (Push-ups off a step) Voter TKO (practicing boxing techniques on punching mitts with Obama and McCain masks affixed to them) and Right Wing - Left Wing (perform ab plank on ball or mat while tapping feet out left and right).

Classes are conducted to tunes that have been used by current and former presidential candidates.

The Voterobics 2008 class will be offered to members at various New York Sports Clubs, Boston Sports Clubs, Washington Sports Clubs and Philadelphia Sports Clubs during the month of September through Election Day. Detailed location schedules can be found by visiting www.mysportsclubs.com/voterobics.

"Voterobics is a fun exercise routine designed to give our members a well-rounded workout, while bringing the importance of health and voting in the upcoming election top of mind," says Sean O'Hearen, Senior Director of New York Sports Clubs. "We always try to incorporate fun, productive, workout routines for our members that have some relevance to a timely event."

New York Sports Clubs partnered with "Rock The Vote" to help promote voter awareness and will have a Rock The Vote Link on its website (mysportsclubs.com) so that people can get registration information and register to vote.

About New York Sports Clubs:

New York Sports Clubs is owned by Town Sports International Holdings, Inc. (NASDAQ:CLUB), a leading owner and operator of fitness clubs in the Northeast and mid-Atlantic regions of the United States operating under the brand names New York Sports Clubs, Boston Sports Clubs, Washington Sports Clubs and Philadelphia Sports Clubs. As of August 25, 2008, Town Sports International, through its subsidiaries, operated 160 clubs in the United States and three clubs in Switzerland. For more information, visit www.mysportsclubs.com.

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