



**Media Advisory**

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**Local Franchise Offers A Double Chance To Win Your Own Business!**  
**Winner to be announced at the Tampa Franchise & Business Opportunities Expo!**

**TAMPA, Florida (August 24, 2009)** – North America’s largest Franchise and Business Opportunities Expo announced today that local franchise Diversified Health & Fitness Inc. will be giving away two co-ed Zoo Health Club franchises during the show September 12<sup>th</sup> & 13<sup>th</sup> at the Florida State Fairgrounds. The giveaway is a wonderful way to help the economy – one person at a time.

“We are thrilled that Diversified Health & Fitness Inc. has decided to give away two local franchises at our upcoming show”, states Fred Cox, President of National Event Management. “To produce an event that brings together North America’s fastest growing franchises and business opportunities with potential business owners looking for their next path to success is a pleasure for us. Face to face meetings are the best way to research a business ownership opportunity and to compare and contrast many great new concepts which are now looking for partners in the Tampa Bay area”.

To enter the contest, would-be entrepreneurs will only need to visit booth 209 at the show. The drawings will take place once a day at 4:00pm. You must be present to win.

“This is a great opportunity for our contest winners”, said Diversified’s CEO Rogers Wittenberns. “The Zoo Health Club is a popular 24-hour family fitness concept that was founded over thirty years ago on the Fort Lauderdale Beach. The Zoo offers its members the best in cardio and weight training equipment in a clean, safe and family friendly environment. The beauty of being apart of this franchise is that you are in business for yourself, but not by yourself.”

The Franchise and Business Opportunities Expo, in partnership with the North Tampa Chamber of Commerce, takes place Saturday, September 12<sup>th</sup> & Sunday, September 13<sup>th</sup> at the Florida State Fairgrounds, Charles M. Davis Special Events Center, Tampa, Florida. Hours of operation are Saturday 10am-5pm and Sunday 11am-4pm. Admission is \$10 at the door, buy them online in advance to save money. For more information, visit [www.floridafranchiseshow.com](http://www.floridafranchiseshow.com).

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**About Diversified Health & Fitness, Inc.**

Diversified is a franchisor of a suite of integrated franchise brands, including The Zoo Health Club, Rejuvenate Health Fitness and Medspa, Sedona Fitness For Women, ShapeXpress, Fit For Her, Liberty Fitness, FitZone, Access Fitness, The Blitz, Ultimate Woman, Butterfly Life, and 123 Fit. In less than two years, Diversified, chaired by health club veteran Roger Wittenberns, has grown exponentially from one club to over two hundred franchised clubs across the globe.

**About The Franchise & Business Opportunities Expo**

The Franchise & Business Opportunities Expo, a member of the International Franchise Associations suppliers group, is produced by National Event Management. National Event Management is the producer of 27 annual business ownership events across North America showcasing over 1,700 businesses to 65,000 prospective business owners annually. For more information on National Event Management visit [www.nationalevent.com](http://www.nationalevent.com).

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