



Media Advisory

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

FORT LAUDERDALE, Florida (May 20, 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 May 30th & 31st, 2009 at the Broward County Convention Center. The giveaway is 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. “Business ownership is a way to positively contribute to the growth of a city. Small businesses employ 57.4 million Americans and contribute billions of dollars to the economy each year”.

To enter the contest, would-be entrepreneurs will only need to visit booth 401 at the show. A drawing will take place once a day at 2:00pm. 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 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 Broward County Chamber of Commerce, takes place Saturday, May 30th & Sunday, May 31st at the Broward County Convention Center, 1950 Eisenhower Boulevard, Fort Lauderdale, Florida. Hours of operation are Saturday 10am-5pm and Sunday 11am-4pm. Admission is \$8. For more information, visit www.floridafranchiseshow.com. (Cont’d...)

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.

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