



| The Sports Club/LA – Miami | 01 | 2010 | 1441 Brickell Avenue, 4th Floor • Miami, FL 33131

CLUB HAPPENINGS

01
2010



- ❖ Club Announcements
- ❖ Fitness
- ❖ Group Exercise and Mind Body
- ❖ Nutrition
- ❖ The Spa
- ❖ Refer a Friend
- ❖ Partners



THE SPORTS CLUB/LA



- ❖ Club Announcements
- ❖ Fitness

Club Announcements

The Sports Club/LA-Miami welcomes new General Manager, Victoria Holmes!

Details: Victoria brings 14 years of vast fitness industry knowledge to this position. She comes to us from the Upper East Side location, where she worked for 2 years and has been involved in many aspects of the club's operation. Please join us in welcoming her to the Club!

Resolutions Solutions Health Fair

Date: Tuesday, January 12th, 7:00 – 9:00am
and 6:00 – 9:00pm

Details: Find your Resolution Solutions and meet your 2010 Management Team. The Club would like to provide you with the essentials to live a healthy lifestyle. Please join our team of professionals, from fitness, mind body, spa, and nutrition, for our Resolutions Solutions Health Fair. Event will feature demonstrations, consultations, and assessments from our experts, some healthy bites of food, beverages, and more. This event will include a nutrition seminar, chair massages, thai massages, Pilates reformer demonstrations, triathlon team sign-up, boxing class and demo, meet and greet with Private Trainers, and a complimentary day pass for a guest.

Register: For more information, please visit the Reception Desk.

Essentials of Healthy Living Contest — Year 2

Details: Thank you to all who participated in our 2nd Essentials of Healthy Living Contest. It has been a pleasure to learn how The Sports Club/LA is an essential part of your healthy lifestyle. Our Club Management is currently reviewing the numerous entries, and will notify the winner this month. We look forward to continuing to be an essential part of your healthy lifestyle in the year ahead!

Information: Please visit the Member Services Office with any questions.

New Year Gift Option — Two Week Membership

Details: For the New Year, give the gift of health and fitness with our newly introduced special two-week membership, The Sports Club/LA Experience, for \$75.

Information: Please visit the Front Desk or Member Services Office.

Fitness

Savings on One-on-One Sessions

Details: The Sports Club/LA would like to share a gift to help you focus on your health in the New Year — a special savings on one-on-one sessions. Whether you are new to training or currently training, we have a gift to help you meet your health and fitness goals in 2010! Choose from yoga, Pilates, Private Training, Boxing and more!

- ❖ **New to Training:** Choose from a specially priced 5-session package of your choice or our new Positive Results Package.*
- ❖ **Currently Training:** Receive two complimentary sessions with the purchase of a 20-session package, or three sessions with the purchase of a 30-session package.**

* Certain restrictions apply. Valid 1/1/10 – 1/31/10 for Members in good standing who have not purchased sessions in that discipline previously. Limited to one per Member per discipline and cannot be combined with other offers.

** Certain restrictions apply. Valid 1/1/10 – 1/31/10 for Members in good standing. Member must be 75% complete with existing package to be eligible to purchase. One per Member, per discipline and cannot be combined with other offers.

Information: Please visit the Fitness Desk to purchase a session or package.

Reasons to Train at The Sports Club/LA

- ❖ Get healthy
- ❖ Lose excess weight
- ❖ Learn the right exercises
- ❖ Discover new ways to tone
- ❖ Stay motivated

Our Members train here for many reasons. Choose yours and achieve your health and fitness goals in 2010.

Information: Please visit the Fitness Desk.

Instructor Spotlight — Nick Kempen

Details: For 10 years Nick has been helping clients achieve their fitness goals. As an Advantage Trainer, he specializes in analyzing biomechanical efficiency and using corrective exercise for all clients whether the goal is to improve athletic performance or general fitness. Nick completed a Bachelors degree in Exercise Science and is certified through the National Academy of Sports Medicine as a Certified Personal Trainer and Performance



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Enhancement Specialist. He also holds certifications through the C.H.E.K. Institute and the National Sports and Conditioning Association.

Register: For a complimentary postural assessment or movement analysis, contact Nick at nkempen@mp-trainer.com.

Nautica South Beach Triathlon — The Sports Club/LA Team

Date: Event date is April 11, 2010; Team Sign-up ongoing

Details: Join The Sports Club/LA team and participate in an exciting, fun triathlon and raise money for St. Jude Children's Research Hospital. Team members can form relay teams or compete individually in either a classic race or Olympic race. All fitness levels are welcome!

Cost: Registration fee (varies depending on event) and a minimum of \$150 in funds raised per individual team member. The Sports Club/LA will be holding fundraising events with 100% of all funds raised to be donated to St. Jude's.

Register: For more information or to sign up for the team contact Jennifer Easter, Fitness Manager, at jeaster@mp-sportsclub.com.

Group Exercise and Mind Body

New Winter Group Exercise Schedule

Date: Begins January 25th

Details: Schedule will be available online and at the Reception Desk.

Instructor Spotlight — Alvaro "Salim" Noriega

Details: Join "danceologist" Alvaro, the creator and founder of dancelab™ as his company fuses fitness and entertainment to create a cutting edge class. He will guide you through Hip-Hop, dancehall and reggeaton with an occasional touch of belly dancing reinvented. His dance motto is "inspiration perspiration!"®

Date: Mondays, 6:30pm in Studio 1

Details: No matter how shy or inexperienced you may feel, dancelab™ programs are designed to start with very basic steps, followed by seamless transitions to fully styled movements that will make you feel like a dance pro. This class will help you develop strength, flexibility,

coordination and endurance. The music is arranged to help you achieve cardiovascular health, muscle tone, and your overall fitness goals. Work your way to maximum output or stay at a level that is comfortable for you.

Reasons to Practice Yoga at The Sports Club/LA

- ❖ Improve physical fitness
- ❖ Build strength and coordination
- ❖ Increase flexibility
- ❖ Decrease stress

Our Members practice here for many reasons. Choose yours and achieve your health and fitness goals in 2010.

Information: Please visit the Fitness Desk to purchase a session or package.

Nutrition

Complimentary Lecture: What is Your Belly Telling You?

Date: Tuesday, January 12th, 6:30pm

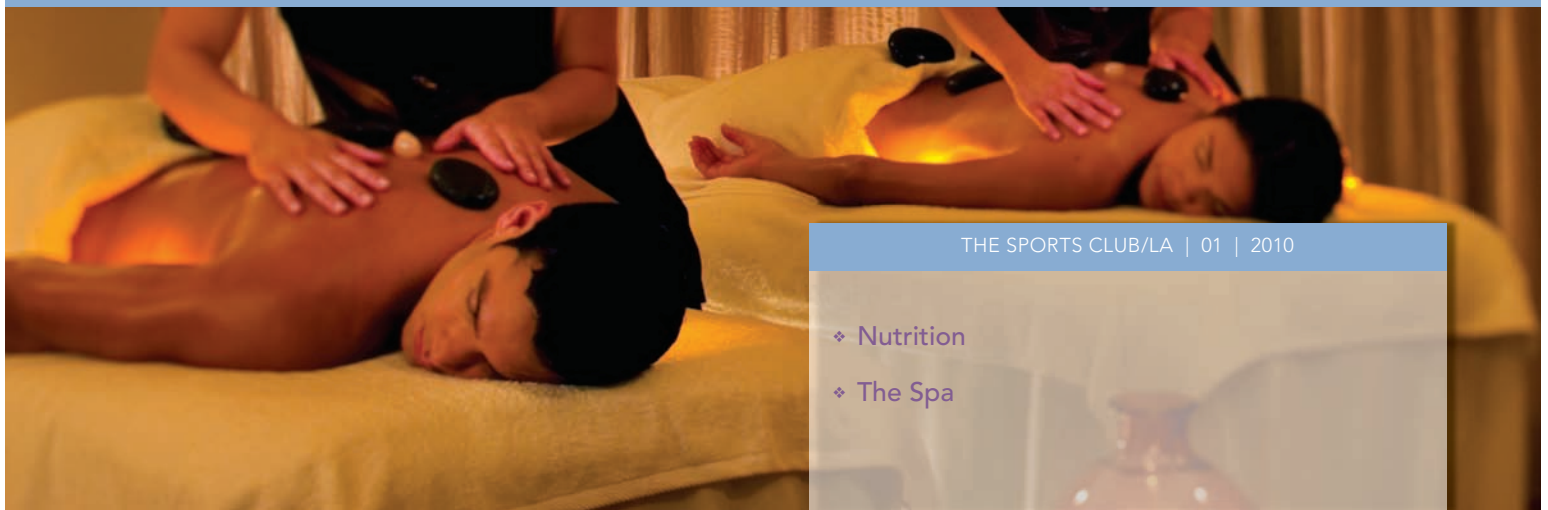
Details: Would you like to learn a new trick to flatten your belly? Ximena Gonzalez, holistic health expert and author of "Lose Weight with Nature in 12 Easy Steps with Ximena," will introduce the true problems that hide behind a protruding belly, as well as the steps that must be followed to heal from within. She will introduce new ideas about how several factors including mal-nutrition, organ problems, postural dysfunction, and stress affect the shape of your belly. This lecture is also the foundation for the upcoming workshop "2010, Time to Rock Your Body" where you will learn how to read your body's needs and nourish yourself so that you can not only flatten your abs, but be healthy enough to rock life!

Cost: Complimentary

Register: For more information or to register, contact Jennifer Easter, Fitness Manager, at jeaster@mp-sportsclub.com.

New Year Nutrition Tips

Details: The holidays are over and the beginning of the New Year means a fresh healthy start. To change the way you look and feel this year, focus on healthier lifestyle choices such as consistent snacks and meals, getting 7 – 8 hours of sleep and exercising 30 minutes a day. Below are



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healthy eating tips from Nutritionist, Samantha Lynch, The Sports Club/LA – Upper East Side, for a new healthy you.

- ❖ **Breakfast:** If you are not already eating breakfast, literally schedule it into your Blackberry — include fiber, protein, and healthy fats to get your metabolism fired up!
- ❖ **Snacks:** Don't forget the snacks — whether you work behind a desk, jet set around the world, or run after children, you can always grab a piece of fruit, low fat yogurt, low fat cheese or nuts. These snacks will give more energy and mental clarity and will keep you from overeating at the next meal.
- ❖ **Fiber:** Increase your fiber. Fiber is a type of carbohydrate that the body can't digest and helps make you feel full. Therefore, you will eat less, which in turn facilitates weight loss! Also, research shows diets high in fiber lowers the risk of diabetes, heart disease, diverticulitis, and constipation. Please note, women should eat more than 20 g of fiber and men more than 30g daily. Great sources of fiber include whole fruits and vegetables, whole grain breads and breakfast cereals, nuts, and beans.
- ❖ **Water:** With the average person being 60% water, water is essential for flushing toxins out of organs and carrying key nutrients to cells throughout the body. Lack of water can lead to dehydration, a slow-down of the metabolism and can drain your energy and make it harder to lose weight. Women should consume about 2.7 liters (about 9 cups) and men should consume about 3.7 liters (about 13 cups) of water daily.

Register: For more information, contact Jennifer Easter, Fitness Manager, at jeaster@mp-sportsclub.com.

The Spa

Complimentary 50 to 80 minute Upgrade

Date: January

Details: For the New Year, The Spa at The Sports Club/LA would like to help you focus on what is truly essential to maintain your health by giving you a complimentary upgrade from a 50-minute to an 80-minute spa treatment during January.*

Information: Please visit or contact The Spa at 617.375.8580.

* Valid 1/1/10 – 1/31/10 for Members and guests Monday – Thursday, 9:00am – 4:00pm, and cannot be combined with any other offers.

Spotlight Signature Treatments

Date: January – March

Details: With special introductory prices through March, the Winter Renewal Facial and Body Treatment are ideal ways to get hydrated and look your best this winter.

Winter Renewal Facial (80min) \$99

- ❖ Replenish hydration and balance your skin's natural PH level
- ❖ Restore luster and radiance to your dry or damaged skin
- ❖ Ideal for jet-lagged and city-burdened skin

Winter Renewal Body Treatment (80min) \$99

- ❖ Purify, nourish, and relax your body
- ❖ Stimulate your skin with a full-body exfoliation
- ❖ Moisturize with a soy-enriched balm
- ❖ Relax with a finishing scalp massage

Information: Please visit or contact The Spa at 305.533.1199.

Unforgettable Spotlight Treatments are back!

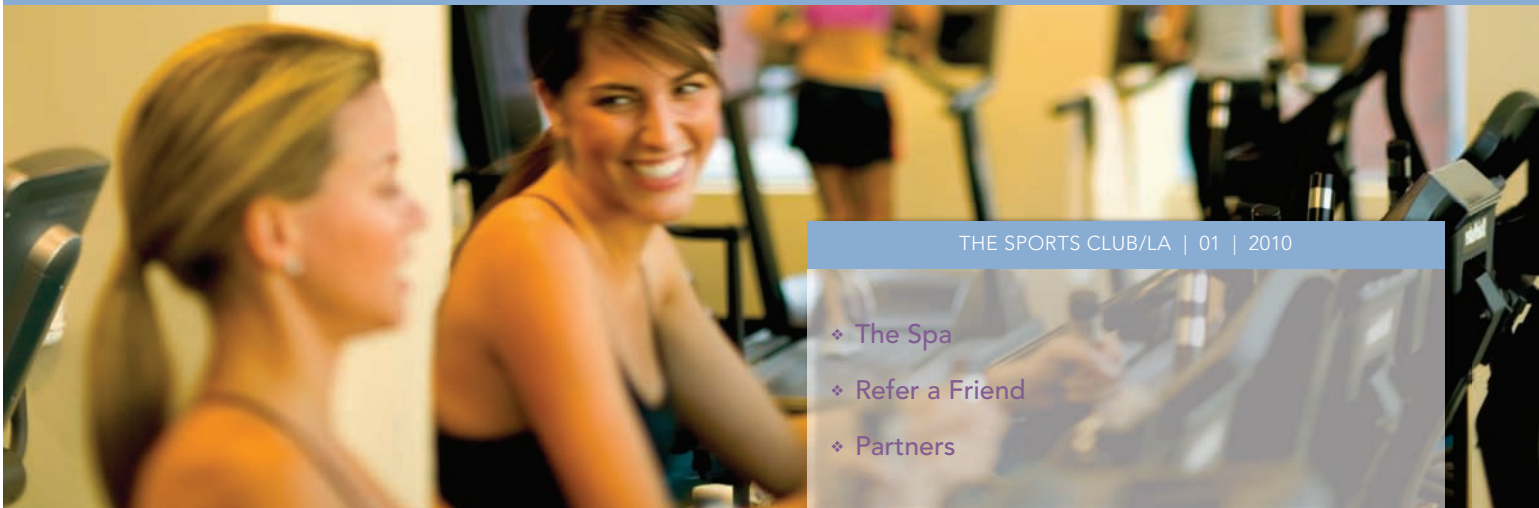
Date: January

Details: Back by popular demand, The Spa will be offering some of our favorite 80-minute Spotlight Treatments, including:

- ❖ Volcanic Clay Mask Facial
- ❖ Lavender Body Polish & Massage or Renewal Facial
- ❖ Rosemary Moisture Massage
- ❖ Miami Paradise Body Polish & Massage

Cost: Regularly \$180; now \$99 plus 18% gratuity

Information: Please visit or contact The Spa at 305.533.1199.



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Frequency Reward Card

Date: 2010

Details: The Spa would like to continue to reward our frequent clients so will be continuing our Spa Frequency program for all of 2010. When you purchase five treatments at regular price, you will receive the sixth on us.

Information: Please visit or contact The Spa at 305.533.1199.

* Certain restrictions apply. Valid 1/1/10 – 12/31/10 for Members and guests, and cannot be combined with other offers.

Therapist Highlight — Liza Figueroa, Massage Therapist & Esthetician

Details: Liza Figueroa has been a massage therapist since 2001 and an esthetician since 2004. She graduated from National School of Technology and within a month she had completed her state board exam. Liza has extensive experience working in luxury hotel spas, and in 2003 she joined The Spa at The Sports Club/LA as a dual therapist. She is trained in many modalities such as aromatherapy, Swedish, deep tissue, hot stone, neuromuscular and prenatal massages, as well as Reflexology and body wraps. Her massages are designed to promote healing and relaxation, and her passion is to customize each treatment to each client's individual needs. Liza's next goal is to complete her education to become a certified Physical Therapist. She believes that the massage therapy and physical therapy will complement each other perfectly, allowing her to give the very best care to her clients on both a physical and spiritual level.

Information: Please visit or contact The Spa at 305.533.1199.

Refer a Friend

Refer and Reduce, our new Member Referral Program

Date: Begins in January

Details: Refer a friend or family member and reduce your monthly membership dues. With our new Member Referral Program, your dues will be reduced by \$5 per month with every member you refer. So you can save up to \$50 per month if you refer ten new members!

Information: Please visit our Members Services Office for details.

* Certain restrictions apply. A \$5.00 reduction will be applied to the referring Member's dues rate for each referral that activates a membership beginning 1/1/2010. Reduction is limited to a maximum of \$50 or up to 10 referrals. The dues reduction will be applied in the next billing cycle following 60 days after the referred member's join date, on the condition that both accounts are in good standing. Program not applicable to referrals of rejoins, corporate subsidized and super promotional accounts. This Program may be changed or terminated at any time.

Partners

I.C.E Sports Therapy "Keeping the active...ACTIVE"

Date: January

Details: Physical Therapy: What to Expect

Physical therapy is a health care specialty concerned with treating disorders of the musculoskeletal system and its interaction with physical movement. The ultimate goal of physical therapy is to restore maximal functional independence to each individual patient. To achieve this goal, physical therapies such as exercise, heat, cold, electricity, and massage are utilized. Your physical therapist will then work with you to devise an appropriate treatment program to help achieve your rehabilitation goals.

I.C.E Sports Therapy will be offering complimentary screenings to access problem areas, open to all members and non-members. Screenings will access any injuries or physical discomforts, where physical Therapy Treatment or modifying your fitness regimen may be successful in long term relief. We will answer questions and direct you to the proper rehabilitation treatment.

I.C.E Sports Therapy, founded by Marty Jaramillo, one of the nation's most sought after physical therapists provides exclusive one-on-one treatment sessions that incorporate a unique balance of hands-on care and whole body fitness by utilizing all the latest manual treatment techniques and fitness philosophies. Our patients return to their sports or activities stronger and healthier than ever.

Register: For more information and to make an appointment contact Eugene Jang, Site MS,PT,CSCS,COMT, Miami Site Director, at Eugene@icept.com or 305.533.1199, ext.3921 or 646.342.8214; or Alison Bologna, Office Manager, Alison@icept.com or 305.533.1199, ext.3921