



We have three large locations in Wisconsin, and also run two smaller express locations which also have HydroMassage beds.

The facility that I'm at is about 200K square feet, and it's really an all-inclusive club. We definitely pride ourselves on having the biggest, the cleanest, the most up to date facility and having some of the most advanced equipment out there as well. But, on top of our memberships, the only monthly packages we charge extra for are tanning and HydroMassage. Tanning is really just one of those things that we've always had, but we're starting to convert more of our tanning rooms into HydroMassage rooms now.

In this club, we've had HydroMassage now for almost two years, and we charge \$15 a month for a HydroMassage membership. At that price, I know our bed was paid for in the first 60 days. We also have on-site massage therapist, but for the everyday use, we know that no one can really afford a \$60 or \$100 massage every day. So, HydroMassage complements our massage therapists and fills that void for us, helping members break down that lactic acid so they get back to working out sooner with less stiffness.

We use all of the point of sale marketing resources you guys gave us to get people on HydroMassage, and we know that once someone does a 3-minute trial, the bed really sells itself. We also advertise HydroMassage packages on some of our other equipment in the club like our treadmills that have monitors on them.

But the best thing we've done with HydroMassage was a Groupon deal for a 2-month gym membership with HydroMassage and tanning included. We thought it would take off decently, but we ended up selling 1600 people at roughly \$50...in less than 3 days. And, everyone we talked to said the reason they bought it was for the extra perks we offered. Plus, since they're all going to be using HydroMassage, we know many of them will want to continue after their 2-month membership ends. It turned out to be an incredible idea.

A handwritten signature in black ink, appearing to read "Matt Tiedt". The signature is stylized and includes a long horizontal line extending to the right.

Matt Tiedt
Princeton Club
Madison, Wisconsin