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## **Anytime Fitness Clubs in Medica Service Area are Now Part of Fit Choices<sup>SM</sup> by Medica Network**

*115 Clubs in Minnesota, Wisconsin and North Dakota Offer Workout Credits for Medica Members*

MINNETONKA, Minn. —Effective April 1, 2008, Medica members throughout Medica's service area will have additional facilities at which to improve their health and save money. All Anytime Fitness club franchises in Minnesota, Wisconsin and North Dakota -- 115 in total -- now are available to Fit Choices by Medica participants.

Fit Choices by Medica, the first program of its kind in Minnesota, is designed to help members improve their health and save membership and health care dollars. Medica members who participate in Fit Choices get a \$20 monthly membership credit just for exercising at an Anytime Fitness location eight or more days per month. Medica members with questions about the Fit Choices program should contact Medica customer service at the phone number on the back of their Medica ID cards. A link to Anytime Fitness club locations is available on Medica's Web site at [www.medica.com](http://www.medica.com).

Anytime Fitness clubs are open 24 hours a day, 365 days a year, allowing convenient access that fits any schedule.

"This is a tremendous opportunity to make a positive impact on our members' health," said Dr. Charles Fazio, chief medical officer at Medica. "Anytime Fitness has demonstrated a strong appeal to people who desire flexibility in their workout schedules. We are delighted to welcome Anytime Fitness to our network because we believe the clubs will help people maintain a regular exercise routine. Our data show that members who begin a new regular program of exercise and stick with it can make an improvement in health status which may in turn lower their health care costs."

Said Anytime Fitness co-founder Chuck Runyon: "This is great news for everyone. We are extremely pleased that all of the Anytime Fitness clubs in Medica's service area will now be included in the Fit Choices programs. Reimbursement programs like Fit Choices have proven to be one of the most effective ways of encouraging people to engage in regular fitness programs. I know our members love it – and so do our club owners. I've heard lots of stories about people who have never belonged to a fitness club before, signing up after learning that a big chunk of their membership fees would be reimbursed. It's a powerful incentive."

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Studies show that helping people stay healthy not only saves lives, it controls health care costs. An estimated 70 percent of all illnesses are due to lifestyle-related causes such as obesity and physical inactivity, and one-half of all medical costs are attributable to illnesses that could be prevented. Fit Choices by Medica is now a standard component of Medica's offerings to fully insured employers and is being offered as an option for self-insured groups.

### **About Medica**

Medica is a health insurance company headquartered in Minneapolis and active in the Upper Midwest. With nearly 1.4 million members, the non-profit company provides health care coverage in the employer, individual, Medicaid, Medicare and Medicare Part D markets in Minnesota and a growing number of counties in North Dakota, South Dakota and Wisconsin. Medica also offers national network coverage to employers who also have employees outside the Medica regional network.

Medica has the highest accreditation status, Excellent, from the National Committee for Quality Assurance (NCQA®) for its Minnesota Medicaid HMO plans and commercial health plans in Minnesota and North Dakota. Medica's vision is to become the community's health plan of choice, trusted for its integrity, respected for its service, and admired for its commitment to innovation and efficiency.

### **About Anytime Fitness**

Founded in 2002, Anytime Fitness is now the fastest-growing fitness club franchise in the world. With more than 700 clubs currently open in 45 states nationwide (including more than 100 in MN and 50 in WI), Anytime Fitness nearly doubled in size in 2007. Open 24 hours a day, 365 days a year, Anytime Fitness prides itself on providing its members with convenient and affordable fitness options in friendly, well-maintained facilities which feature top-quality exercise equipment. State-of-the-art security and surveillance systems ensure member safety even during unstaffed hours at the clubs. Anytime Fitness fully expects to open its 1,000<sup>th</sup> club and achieve system-wide sales in excess of \$100-million in 2008. Recent accolades: *Entrepreneur* magazine (February, 2008) ranked Anytime Fitness the 13<sup>th</sup> fastest-growing franchise of any type in America (up from 36<sup>th</sup> last year) and *Franchise Times* magazine ranked Anytime Fitness 35<sup>th</sup> on its "Fast 55" list of new franchises. For the 3<sup>rd</sup> year in a row, *Fitness Business Review* has given Anytime Fitness its top rating and an *FBR 50 Franchisee Satisfaction Award*. For more information about Anytime Fitness, or to find the club nearest you, visit [www.anytimefitness.com](http://www.anytimefitness.com)

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