



MAKE EVERY MOVEMENT COUNT

THE GYM's Metabolic Profile Program Maximizes Workout Regimens

Armonk, N.Y. – (November 2, 2009) – No matter one's goal for exercising – be it losing weight, increasing or maintaining muscle mass, training for a sporting season or event – the question arises: how does one determine the optimal amount of training and physical exertion for a particular goal? If the fitness program is too lax, results and performance lag; too much exertion risks injury or exhaustion.

To help members reach their particular goals more effectively and efficiently, THE GYM introduces [the e3 Metabolic Profile Program](#), a new adjunct to the facility's e3 Weight Management System that serves as a useful diagnostic tool for anyone who wants to maximize his or her workout time.

"Most people are surprised to find that it is possible to over-train, but it's actually a frequent impediment to achieving top performance," said A.J. Sauer, personal trainer and e3 Weight Management Specialist at THE GYM in Armonk. "Everyone has a different threshold for taking in the proper amount of calories that help create efficient exercise routines."

Under Sauer's supervision, the e3 Metabolic Profile Program begins with an individual assessment. Two 10 to 15 minute metabolic evaluations are all it takes for an e3 Weight Management Specialist to determine exactly how many calories one should eat every day to achieve the desired results.

Specialists use the profile data to devise an easy-to-follow personal weight management and fitness plan that works with the body's metabolism to burn fat and calories, increase resting metabolism and improve cardiovascular health and fitness. Clients can then streamline workouts and make every movement count.

"Under-eating often undermines concerted exercise plans, but over-eating is also detrimental," said Jamie Nicastri, general manager at THE GYM in Armonk. "Few fitness centers have the expertise to figure out how to balance caloric intake and physical exertion, but our Metabolic Profile Program includes nutritional counseling and weight management advisement; the e3 Weight Management System helps create informed workouts."

As members progress toward their goals, they are re-assessed and provided with the knowledge they need to avoid regaining lost pounds and body fat while maintaining increased energy levels.

"My clients often ask me 'why didn't anyone think of this before?'" said Sauer. "The program helps them get the most from their time in a fitness center."

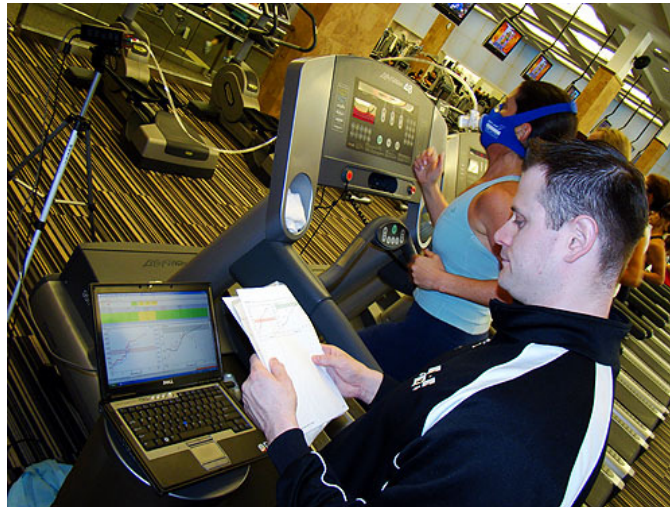
About THE GYM

THE GYM is a complete lifestyle and fitness center, designed to promote healthy living in a first class atmosphere. Its unique approach integrates total body conditioning and optimal fitness with individualized programs, a nutritional diet and the proprietary e3 Weight Management System. The health club's regularly scheduled classes include a full slate of strength, cardio, dance and cross-training workouts. Amenities include a clothing boutique, juice bar, spa and child care center. The staff's attentive service and the facility's array of scientifically devised programs provide members with a state-of-the-art experience. THE GYM is located in Westchester County on 99 Business Park Drive, Armonk, N.Y. Please visit www.GetToTheGym.com or call (914) 219-1601.

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A.J. Sauer measuring his client's metabolic rate while exercising