



Press release

Strengthening the world's backs Kieser Training expands to Asia

Zurich, 14 May 2009 – Kieser Training is making its move into Asia. The group's 152nd facility world-wide opens in Singapore on 22 May 2009. The unique concept for Medical and Preventive Strength Training will be represented in 10 countries on three continents.

Together with its Master Franchisee for Singapore, Swiss-based Kieser Training AG plans to expand throughout the ASEAN region. Singapore is also considered a good stepping stone for European companies aiming for the Chinese market.

"We will first have to gather experience in Asia, but we see great potential in these markets for our straightforward concept," says CEO Jörg Pribil.

The new facility is located at the heart of Singapore's central business district in the Singapore Land Tower.

Kieser Training AG, with its headquarters in Zurich, Switzerland, has 152 facilities in 10 countries. Over 300,000 customers benefit from its Preventive Strength Training or its Medical Strengthening Therapy. The average age is 46, half of the customers are female. The Swiss franchise group was founded in 1967.

Any more questions? Please contact:

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