



Media release

A healthy future for Australia

Kieser Training launches in Melbourne

Zurich, 12 September 2007 – Australians living in Melbourne can now also strengthen their backs and improve their health with the Kieser Training method. With the opening of the first Australian Kieser Training facility in South Melbourne today, the market leader for health oriented strength training in Germany, Switzerland and Austria is now aiming to conquer the fifth continent. Kieser Training has 146 facilities in seven countries.

Gary Harley, Master Franchisee for Australia and New Zealand is convinced that the Swiss concept will succeed: “Kieser Training is radically different. The limitation to the essentials and the efficiency of the training method will go down very well with Australians.” A pilot facility in Sydenham, Victoria, confirmed these expectations over the past 18 months, Harley added.

Werner Kieser, founder and CEO of Kieser Training AG, expects a minimum of 18 facilities to open up down under over the next ten years: “We are celebrating our 40th anniversary this year. We aim to become the international standard for health oriented strength training. The launch today in Australia is an important step in that direction.”

Kieser Training AG, based in Zurich, Switzerland, has specialised in health oriented strength training for 40 years. Since 1981, the company has expanded primarily by way of franchising. Today there are 145 facilities with a total of 295,000 customers in six European countries: Germany (118), Switzerland (19), Austria (5), Luxembourg (1) the UK (1) and the Netherlands (1). With Kieser Training South Melbourne a seventh country and a second continent join the club. In November, the first Czech facility will open in Prague. In 2008, Budapest and Barcelona will be added. In 2006, growth in customer numbers was 9.4%, gross turnover from all facilities amounted to EUR 105 mln.

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