



## Press release

### Adding muscle to Spanish spines

#### Kieser Training expands to Spain

**Zurich, 5 December 2006** - Kieser Training AG, the specialist in preventive and medical strength training, is expanding to Spain. CEO Werner Kieser has signed a Master Franchise Agreement with Xavier Gumá, CEO of Wunder Training S.L. in Barcelona. The first Spanish site is due to open in Barcelona in 2007.

The deal brings to seven the number of European countries where Kieser Training is active with a current total of 145 sites. Gumá was able to recruit Pedro Hernandez as Project Manager. Olympic Champion in Pelota Vasca, a demonstration sport at the 1992 games in Barcelona, Hernandez has since established a strong track record in the health and fitness business. "We have studied the concept extensively at various sites in Germany, Switzerland, Austria and in the UK. For us it was important to have an experienced and successful franchisor. We like the focused nature of the concept, there is nothing comparable in Spain," says Hernandez.

Spain has one of the highest penetrations of health club memberships in Europe with 14.8 percent, according to a study by the international health and fitness association IHRSA and consultants Deloitte. David Fritz, Kieser Training AG's Business Development Director, sees this as quite a challenge, but mainly as an opportunity: "Our Spanish partners really know their market and have studied our concept in depth. They would not be launching Kieser Training without seeing great potential."

Kieser Training AG is in the business of preventive and medical strength training. Founded in 1967 and based in Zurich, it is franchisor for a standardised concept with a total of 285,700 customers in 145 facilities in six European countries (Germany 118, Switzerland 19, Austria 5, UK 1, the Netherlands 1, Luxembourg 1). In August 2005, a Master Franchise was signed for Australia and New Zealand and a pilot is in operation in Melbourne. In April 2006, a Master Agreement was signed for a string of East European countries: Hungary, Poland, Czech Republic, Slovakia, Romania, Bulgaria and Croatia.

#### Contact/pictures

Tania Schneider, PR Manager, Kieser Training GmbH

Neusser Str. 27-29, 50670 Cologne, Germany

Tel: +49 (0) 221 167 93 17

[tania.schneider@kieser-training.com](mailto:tania.schneider@kieser-training.com); <http://www.kieser-training.com>