

FOR IMMEDIATE RELEASE

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NEW POLE DANCING STUDIO TO OPEN IN REDWOOD CITY NOVEMBER 1, 2006

Popular and fast growing fitness craze now conveniently available for women on the Peninsula

REDWOOD CITY, Calif. – October 27, 2006 – Poletential™, a premier Fitness Pole Dancing studio, announced today that it will open its women's only studio in Redwood City on November 1, 2006.

Poletential is a new 1,600 square foot dance studio with 10 stationary dance poles that offers fitness pole dancing classes and pole dancing parties for women. Poletential gives women a private and supportive environment to get an exciting, challenging and fun workout that combines strength building with expression through dance and movement. Women build their strength and stamina by learning and performing tricks on the pole which require upper body and core strength. It is also a way for women to get in touch with their sensual side through dance. The overall workout is a sexy, fun way to challenge both the mind and body.

Poletential provides several different ways to try Fitness Pole Dancing. Women can get together for a pole dancing party, take an introductory workshop or join a 5-week dance class.

“We are so excited to turn women on to this incredibly satisfying way of working out.” said Pam Courcier, co-owner, Poletential. “Poletential is dedicated to empowering women by letting them experience an alternative way to exercise and have fun.”

“I attended a pole dancing party with girlfriends and now I'm addicted” said Christina Kish, co-owner, Poletential. “It is now a key part of my regular fitness routine.”

For additional information about Poletential and the benefits of fitness pole dancing, please visit www.poletential.com

About Poletential

Poletential, a premier Fitness Pole Dancing studio, brings women together to experience a challenging workout combined with a new awareness of their bodies through dance and movement. Poletential is dedicated to creating a safe, non-competitive environment that

gives women the freedom to find their own style and reach their personal goals.
Poletential is located in Redwood City, California. Visit us at www.poletential.com.

Editor's Notes:

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