

FOR IMMEDIATE RELEASE

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POLETENTIAL ADDS LADIES LUNCHTIME PILATES TO ITS CLASS SCHEDULE

One of the fastest growing forms of exercise now conveniently available for women on their lunch hour

REDWOOD CITY, Calif. – March 19, 2007 – Poletential™, a premier Fitness Pole Dancing studio, announced today that it now offers Pilates classes for women. Classes are scheduled from noon to 1:00 p.m. on Tuesdays and Thursdays at Poletential's 1,600 square foot dance studio. Women can drop-in for \$20 or purchase 5-class packs for \$85 or 10-class packs for \$150. Classes are instructed by certified Pilates instructors.

“Since Poletential is centrally located in Redwood City, it is so easy for me to stop by on my lunch hour for a great workout,” said Debra Tjoa, Poletential client. “It boosts my energy for the rest of the day and it has greatly increased my core strength.”

Pilates is a mind body discipline that emphasizes proper body alignment, concentration, control, precision, breathing and flowing movement. By working on the “core” muscles of the abdominals and the lower back, Pilates helps with postural awareness and the prevention of back pain.

“We really want to help women build body awareness, and increase flexibility and strength by offering a high energy class at a convenient time and place,” said Christina Kish, Poletential co-owner and certified Pilates instructor. “Whether they are out running errands, in between picking up and dropping off the kids, or getting the chance to step away from their desk, it is a great way for women to take an hour to dedicate to their health.”

For additional information about Poletential and Ladies Lunchtime Pilates, 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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