

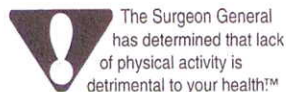
**VICTORY FITNESS  
CENTERS**

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Where Fitness  
is Fun!



March 3, 2010

Greetings,

I have owned and operated fitness centers in Columbus and other markets for over thirty-two years. Therefore, I know the importance of a company's credibility. So, when I first met Jeff Chernoff, with Consumer Choice Awards, I was truly excited.

Our new customers are more confident doing business with a Consumer Choice Award winner. It helps people decide what kind of company they want to work for as well as for the vendors we do business with.

A lot of times when I do business with other vendors, I choose someone who is a Consumer Choice Award winner.

We include the Consumer Choice logo in all of our markets like TV, newspaper, direct mail, etc.

It's also nice to have the promotional tools. All of our employees are proud to wear the lapel pins and the decals are great to put on our doors for all of our customers to see.

We believe Jeff and Ann have done a wonderful job of putting together the award galas, motivational business seminars, the buy/sell network website; as well as a TV spot to promo Consumer Choice Award winners.

If you have been nominated as a winner of the Consumer Choice Awards, I would recommend you take the opportunity to participate in all it has to offer.

Sincerely,

**Bob & Kathie Brown**  
Victory Fitness Centers