

**Exclusive to Gold's Gyms:**

**GGX-LES MILLS® marketing meets the Gold's standard**

Group fitness provider Les Mills has updated its co-branded GGX-LES MILLS® marketing materials to match Gold's Gym's new design scheme.

The group-fitness resources are available now online, exclusively for Les Mills-licensed Gold's clubs.

Gold's Gym recently extended till 2013 its appointment of Les Mills as its "preferred group exercise vendor".

Les Mills won the award for "Best NVP Vendor - Operations, Systems and Services" at Gold's Convention 2008 in Las Vegas for the way its Group Fitness Management system turns group exercise into a profit center.

To help ensure Gold's Gyms make the most of its programs, Les Mills offers a range of posters, banners and class passes via "eClub" on the LES MILLS® website.

The materials merge Les Mills' top-quality images with the Gold's design in clean and simple templates that can accommodate additional graphics and text.

The co-branding helps distinguish Gold's Gyms from other LES MILLS® licensees, and provides significant extra value to Gold's clubs.

*Pictured: GGX poster for the LES MILLS® BODYATTACK® release. The updated LES MILLS® marketing material incorporates the new design standard of Gold's Gym.*

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