

Pace

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Mike Ferguson Launches The Pace Club And Steps Up Atlanta's Fitness Standards

Atlanta's First Boutique Fitness Club Offers Comprehensive Fine-Tuning for Mind, Body

ATLANTA (October 1, 2007)—When considering your fitness regimen, exchange the health club rat-race for a retreat; the customary for the customized; and obligation for true rejuvenation. The Pace Club, a new boutique fitness club, debuts in Atlanta this fall with these and other principles in mind.

Located on Peachtree Road squarely between Buckhead and Midtown, The Pace Club is a 5,000-square-foot oasis designed in hues of white. Danish modern furniture, natural leather seating and interior privacy curtains soothe and center the club's guests for a fitness experience positioned within a high-end urban hideaway—personalized and guided from start to finish.

No fitness plan is initiated alone: The Pace Club has assembled a team of fitness, medical and nutrition experts to develop each member's comprehensive program. Before the workout begins, the team works to understand each member's current lifestyle, identifies necessary adjustments, plans, and then follows through on a low-impact, non-injurious exercise and lifestyle program designed to help members reach their goals more effectively—and reap the benefits long after they've left the facility.

As a way to create a balanced mind and body The Pace Club offers an extensive range of classes, both active and instructive. Stimulating the brain is equally as important as strengthening the body—The Pace Club takes it to a new level. Equipment features include cardiovascular and resistance machines by Technogym®, a brand used by Formula One and Olympic athletes, among others; iPod and DVD-compatible, 130-channel, 17-inch touch-screen LCDs; and personal noise-cancelling headphones by request, though you may be content to enjoy the calming surroundings absent of public TVs or radios.

Adding to the sensory experience are the pre- and post-workout offerings. Warming up becomes lush with your pre-session silver tray prepared with warmed bamboo towels, chilled, ultra-purified water, fresh flowers, and your custom daily fitness agenda. Refuel afterward with the Pace Kit, which includes your own mix of protein beverages, more water, organic hors d'oeuvres, and supplements to enjoy in the lounge. An extensive collection of Dr. Hauschka® organic bath toiletries also is available, as well as high-speed Internet and a selection of local, national and international newspapers by request.

Personal training memberships are available from \$99 monthly. Instructive classes and clinics also are available for members and nonmembers from \$49.

The Pace Club is located at 2285 Peachtree Road, Suite 200, with dedicated parking available. Operating hours are Monday through Thursday, 6 a.m. to 7:40 p.m.; Friday and Saturday, 6 a.m. to 5:40 p.m.; and Sunday, 9 a.m. to 5:40 p.m. For more information, including an opportunity to register for a complimentary week, visit the club online at www.thepaceclub.com.

About Mike Ferguson, Founder/Owner of The Pace Club

Born in New York and based in Atlanta for the past 10 years, Mike Ferguson did not want his groundbreaking fitness business to resemble a temporary fix, a crash diet. Rather, he developed his vision for The Pace Club through eight years of grueling experience—transforming his own personal health.

As a busy athlete-turned-entrepreneur, Ferguson traded workouts for workweeks and the food pyramid for fast food. His waistline responded, and his physique suffered. His unhealthy transition met its crossroads, however, and the path to what would eventually become Pace began.

Through trial and error, Ferguson learned that health and fitness is more than counting calories and reps—it's just as much about lifestyle and mentality. He knew that, like most people, there were personal and professional obligations that couldn't be abandoned. But it was his adoption of disciplined thought—and his dismissal of self-sabotaging behaviors—that would guide his improved lifestyle, including food and fitness, and return him to a healthy physical state.

Ferguson's triumph over temptation propelled him to develop The Pace Club's philosophy: triumph over the one-size-fits-all fitness plan with the club's multifaceted team of experts; triumph over the haphazard with a customized program and a staff to keep clients disciplined; and triumph over clutter with a facility designed for clients' much-needed meditative shift.

Most importantly, Ferguson envisions The Pace Club as a catalyst for benefits beyond those reaped within the facility. With his own success story in mind, he believes that a balanced body and mind lead to long-term life achievements.