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## **“Powered by You” Gives Power to the People California Fitness Embraces Energy Conservation**

(Hong Kong, 27 February, 2007) “Wouldn’t it be amazing if one day, gyms relied solely on clean, sustainable energy?” – This proposition was put forward by Steve Clinefelter, President of California Fitness today during the anticipated launch of Hong Kong’s first energy-conserving exercise machines.

Gathering at the Central gym, 13 exercisers, including California Fitness members and instructors, participated in a demonstration of a new power generation concept that captures energy created by people, and stores it in a battery.

Powered by YOU, the name given to this experiment, is a test of a concept that connects specially-modified cross-training exercise machines to individual light fixtures and batteries. When a member begins to exercise on these machines, electrical energy created by the member is captured by the machine. Part of that energy is then diverted to the light fixture above the machine, and any additional energy created by that member is stored in a battery. Previously, any energy created by the member is simply converted to heat which quickly dissipates into the air. Powered by YOU will provide an opportunity for California Fitness members to produce energy that is clean, renewable, and sustainable.

“People can make a difference – all of our members can play a part in promoting cleaner air for Hong Kong,” said Steve.

Lucien Gambarota, a French inventor for the sustainable company Motorwave Group, explained his motivation for his latest invention by saying, “I have been working on alternative energy for many years. In a social event, I met Steve (Clinefelter) and we quickly discovered that we both had the same ambition – to harness the power wasted during a typical gym workout and put this to better use. In the following months, we identified the machines and hooked these up to the power supply to test our concept.”

Steve Clinefelter, President of California Fitness explained, “One person has the ability of producing 50 watts of electricity per hour when exercising at a moderate pace, which means that to prevent 12 liters of CO<sub>2</sub> from being released into the air a person needs to produce the same amount of electricity by exercising on the specially setup machine for one hour. If a person spends one hour per day running on the machine, he/ she could generate 18.2 kilowatts of electricity and prevent 4,380 liters of CO<sub>2</sub> released per year. So exercise can improve not only your health but contributes to a greener environment.”

California Fitness spent 2 months testing 5 cycling machines during the first stage, and 6 weeks on equipping 8 steppers and testing 5 cross-trainer machines before the launch of "Powered by YOU". California Fitness has connected 13 machines at the Central club and is aiming to extend this concept to more machines and to other clubs across its 7 remaining clubs in Hong Kong.

"Through Powered by YOU, we hope to increase public awareness of how we can contribute to save our environment. Our long-term goal and motivation is to be able to influence manufacturers to reconfigure all gym equipment to cater for this option. As pollution levels rise in Hong Kong, more fitness centers can be given the choice of applying this technology to improve the environment."

"If successful, we hope to introduce this technology to other locations in Hong Kong, and the region," said Steve.

Please visit [www.californiafitness.com](http://www.californiafitness.com) for more information.

### **Photo Captions:**

Photo 1 : Steve Clinefelter, President of California Fitness stated 3 main points during "Powered by YOU" First Launch Kick-off Ceremony. The first point is California Fitness cares the environment. The second one is California Fitness is willing to take action to protect the environment. The last one is California Fitness is the first fitness center in the world to launch the system that could generate electricity from human energy.

Photo 2 : Lucien Gambarota, Powered by YOU inventor, explained each machine is connected to the battery with the wires. The heat energy generated by the members will convert to electrical energy and save in the battery.

Photo 3 : Steve took the lead to ride on the Powered by YOU cross-trainer machines to generate electricity.

Photo 4 : 13 personal trainers participated in a demonstration of a new power generation concept that captures energy created by people, and stores it in a battery.

### **California Fitness**

California Fitness, established in 1996, is a wholly owned subsidiary of 24 Hour Fitness Worldwide. California Fitness is renowned for pioneering the fitness Industry in Asia. The company introduced the mega gym concept to Hong Kong with the opening of their first club in the Central district. Currently with 8 locations in Hong Kong, 6 in Taiwan, 4 in Singapore and 3 in Malaysia, and with aggressive expansion plans intended for all existing as well as new markets. California Fitness prides itself on helping members live better through health and fitness in the countries and communities that it serves.

Development into new Asian countries is a major focus for California Fitness. The company strives to raise awareness of health and fitness and to improve the quality of life for all in the region. This mission has led the California Fitness brand to be recognized throughout Asia by netting the following awards:

- Superbrands 2006 – Asia Top 1000 Brands – No. 31
- Media Portfolio July 2004 & 2005 – Top 10% in Asia's Top Brands Survey
- Media Portfolio July 2004 & 2005 –Asia's Top Brands Survey – Fitness Category No.1

- Superbrands 2004
- Superbrands Hong Kong 2002/2003 - Leader Award- Health & Fitness Category
- Next Magazine Hong Kong 2002 – Top Service Award – Fitness Centre Category

#### **About 24 Hour Fitness Worldwide**

24 Hour Fitness is currently the largest privately owned chain of fitness centers in the world with over 390 fitness clubs, with locations in the United States and Asia. 24 Hour Fitness is poised to continue to grow both domestically and internationally in its continuing efforts to dominate and re-define the fitness industry.

#### **About Lucien Gambarota**

Born in 1957 in Italy, Lucien studied physics and chemistry in a French university. He worked as an international buyer for 4 years for the World's second largest retailer. He moved to Hong Kong in 1987 and opened a watch factory at that time. Has been doing private researches in many fields for more than 15 years, and has designed or discovered many consumer products. He invented and developed Motorwave technology and Motorwind technology. He also developed the California Fitness concept of harvesting human energy during work out .

Lucien has strong business and engineering skill combined with extreme curiosity. He became interested in renewable energy late 2004, and has since registered several patents.

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