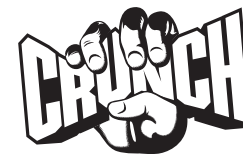
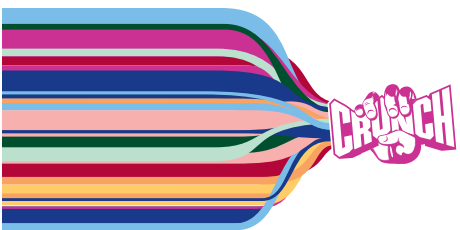




Project: Implemented new branding initiative with re-designed logo. "Crunch Stripes" launched in all 19 U.S. locations. Initiative included redesign of gym interiors, floor murals, new retail bags, press kits, employee name tags, membership cards, membership coupons, marketing collateral, water bottles, energy bars, web site redesign.
Client: Crunch Fitness





Initiative included redesign of gym interiors- vinyl wall and window graphics, painted floor murals, exterior vinyl signage.





A.



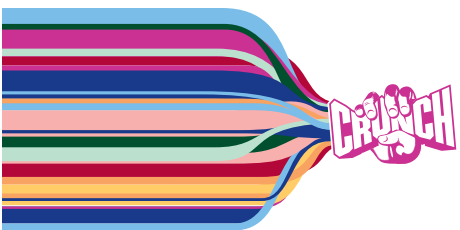
B.



C.



D.



- A. Pop-up Crunch gym in MTV's "THE REAL WORLD- Red Hook, Brooklyn" house. <http://www.mtv.com/photos/?fid=1600843&pid=3455961>
- B. Pop-up apparel store.
- C. Van wrap.
- D. Truck wrap.



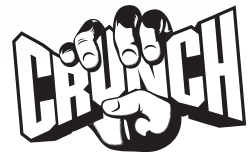


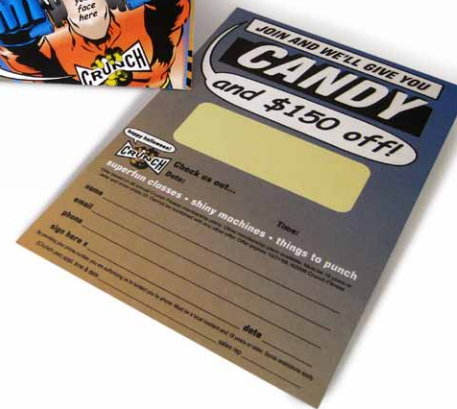
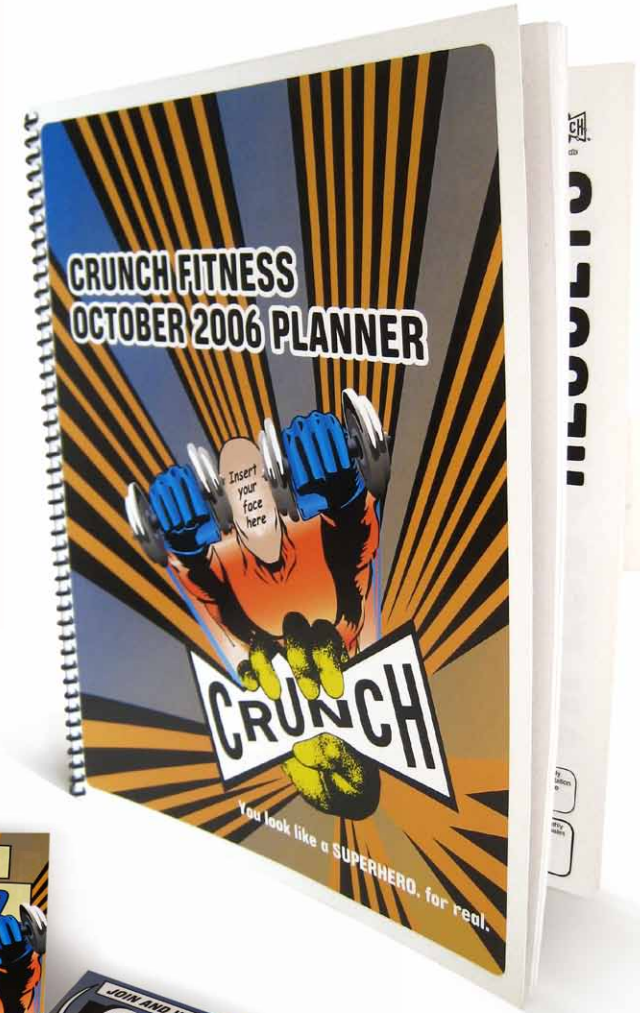
Project: Customer feedback strategy. Developed and illustrated “school-theme” comment cards, contact cards, comment box, new member introductory folder.
Client: Crunch Fitness





Project: “Soul Sessions” workshop for members and employees to elevate their Crunch experience by ensuring that they speak, own, understand and live the Crunch values. Designed look and applied to Promotional Card, Brochure, Name tag, Buttons, CD.
Client: Crunch Fitness





Project: Developed and designed "You look like a Superhero" Marketing Strategy- Logo, T-shirt, Life-size Cardboard Cut-out, Sales Planner, Promo cards.
Client: Crunch Fitness



A



B



C




Project: A. Re-design of small retail bag for in-store sale items. B. "Get Fresh" NY Promotional Campaign (air fresheners, stickers signifying new equipment, balloons).

Client: Crunch Fitness

D

Fitting into
**ASSLESS
CHAPS**
is a
legitimate
goal.




crunch.com • no judgements • 888.2.crunch

EXUDE
happiness,
along with a
variety of
other smells.



crunch.com • no judgements • 888.2.crunch

WILD
Hotel Guest Pass to Crunch Fitness



no judgements

V.I.P. _____
Guest of _____

926 value

**“YOU’VE GOT A
GORGEOUS
SET OF EARS.”**



“COMPLIMENTARY” ONE DAY GUEST PASS

MAKE AN EASY \$100



no judgements

crunch.com • 888.2.crunch

superfun classes • shiny machines • things to punch

YOUR V.I.P. TICKET

Give this 1 month membership to your FAVORITE person, be it a friend or family member. If that person joins, we'll give YOU one month free; added to the end of your membership!

To redeem, have your friend take the attached certificate to:
Crunch 25 Broadway New York, NY 11011 / 212.269.1067

Don't forget to write your name and member number on the "from" line.

**ONE
MONTH
VIP GUEST PASS**
TO CRUNCH 25 BROADWAY

crunch.com
redeem by 11/10/06

to: _____
from: _____
member #: _____

superfun classes
shiny machines
things to punch

One guest membership only. Must be activated by 11/10/06. Must be first time guest. 18 years or older. Live or work locally in vicinity of club and show photo ID. No-fee trial valid at Crunch 25 Broadway for 30 consecutive days after redemption. Must sign guest registry and take a guided club tour upon activation. © 2006 Crunch Fitness.

* This complimentary extension offer is available only to existing Crunch Fitness members ("Member") who are 18 years of age or older as of October 15, 2006 and who are current on all payments to Crunch Fitness. If any individual 18 years of age or older who purchases between 10/17/2006 and 11/15/2006, a new regular Crunch Fitness renewable membership and makes their first monthly payment ("New Member"), designates a Member as their "sponsor" in the membership agreement, the Member shall receive a complimentary one-month extension on Member's existing membership to be applied at the end of current membership. A complimentary one-month extension will be given to the Member each time a New Member designates the Member as a "sponsor." Complimentary extensions cannot be redeemed for cash. All federal, state and local taxes apply and are the sole responsibility of the Member. Void where prohibited by law. Employees of Crunch Fitness, its subsidiaries, parents and affiliates are not eligible for this offer. © 2006 AGT Crunch Acquisition LLC.

E.

WHAT'S NEW?
miami

WHAT'S NEW?
los angeles

WHAT'S NEW?
san francisco

WHAT'S NEW?
atlanta

WHAT'S NEW?
chicago

WHAT'S NEW?
new york

ACTION SPORT
Gridiron
Hot but hots! Learn to punt, provides total body conditioning for football players, this class includes strength training exercises.

Bleeding w/ Gliding
Din No helmet or kneepads free street strides with Gliding® strength training exercises.

Stiletto Strength
B.Y.O.B. - Bring Your Own Heels
pattern-building, cat-walking.

Body Wrap
Think Cirque de Soleil. As an system ropes to push, pull, lift that also super-strengthens.

Warrior Heart
This is a hard-core, no-nonsense, rapping, rebounding and even.

Camp Crunch w/ Sgt. K. Ten-Hat
Operation Crunch in Master Fitness Trainer, SSI

DANCE RHYTHM
Strip Bar
Welcome to the happy hour, body bar as your prop. Oh y

Pop Dance Project
Pop Princess will love his to latest boy 40 hits. Britney, K

CHILL OUT
Reech
The sky is the limit in this tr You move fluidly to chill mus

ACTION SPORT
Overdrive
Take your training outside. parabolas. The resistance cardio-workout.

Stiletto Strength
B.Y.O.B. - Bring Your Own building, cat-walking div

Kabuki
What do karate, business forms to help improve fit you to complete the move

DANCE RHYTHM
Dance of the Bacardi
Trout through time with into the 80's, shake your the 90's. Each week, ju

Urban Mix
This class mixes it up with hybrid dance workout. It from the traditional lines of Atlanta.

Crump's 5 Elements
Learn the moves that les battles across the nation. Is sure to get that girl an

CHILL OUT
Fire & Ice Yoga
Enjoy the duality of this K with candlelight and o

ACTION SPORT
Strip Bar
Welcome to the happy hour, body bar as your prop.

Reggae-ton
This eclectic dance class reggae-ton music.

CHILL OUT
Upside Down/Inside
Get into the mood to build the core strength

Bend It!
Bend it... like Bikram! master posture work to work with traditional r

ACTION SPORT
Pogo Bootcamp
BOING! This fun, high-intensity interval workout using the Pogo 1200 and resistance bands is a class that's sure to jump through the roof - literally! This inspiring challenge of bouncing on these "ultra pogo-sticks" will burn muscles and take students for a high-flying ride.

Million Dollar Knockout
Fight Club isn't just for men anymore. This class taught in Crunch's boxing rings, uses traditional boxing principles and training targeted specifically for and taught by women.

Kung Fu Gliding
Everybody is Kung Fu Gliding! Combining Karate and Tai Chi principles with Gliding Discs for an toner's workout, this class is designed to improve flexibility and strength and will have you into a lean, mean, master martial art machine.

DANCE RHYTHM
Pole Dancing
The dancer's pole isn't just for professional dancers. This challenging and sexy class combines intense upper body and core strength, coordination, and balance to turn even the shyest performers into toned and sultry vixens.

Strip Bar
Welcome to the happy hour of sexy, hot cardio. This class takes Strip-tease to the next level with the body bar as your prop. Oh yeah, we'll make you sweat.

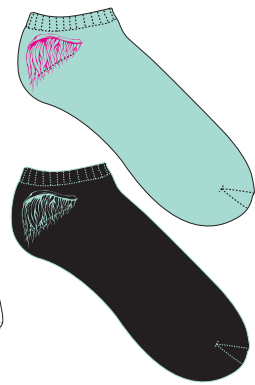
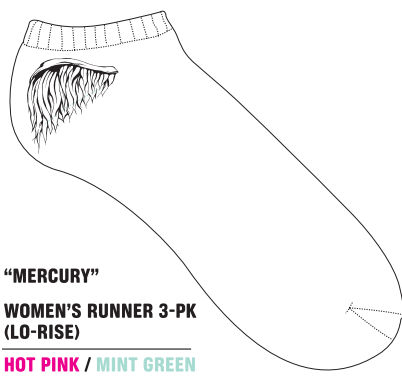
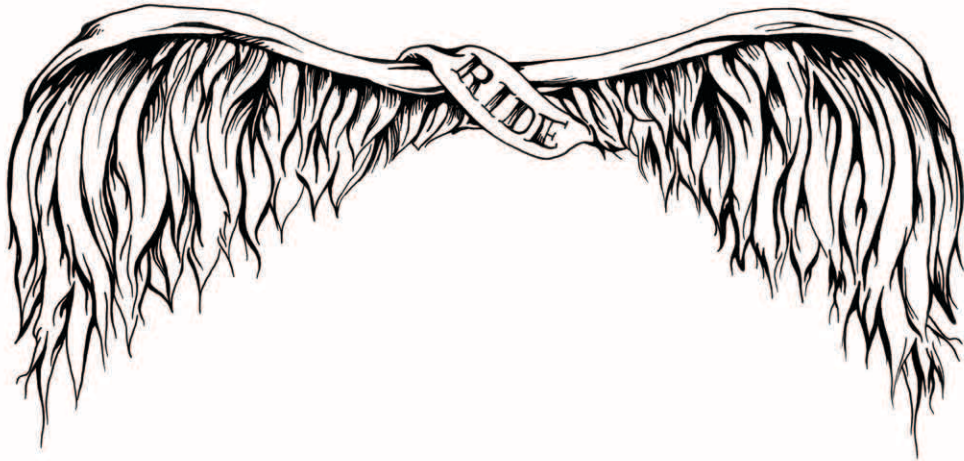
"Dream Girls"
Dream like never in this dance class inspired by the upcoming feature film Dream Girls, starring Beyonce, Jada Pinkett Smith, and Eddie Murphy. Become your own shining star by learning Motown-inspired dance routines from the movie.

CHILL OUT
Burr Yoga
Get lost in this class that fuses strength training and core abdominal work with traditional yoga practices. Focus on a different muscle group each week to build the strength and stamina necessary for challenging yoga postures.

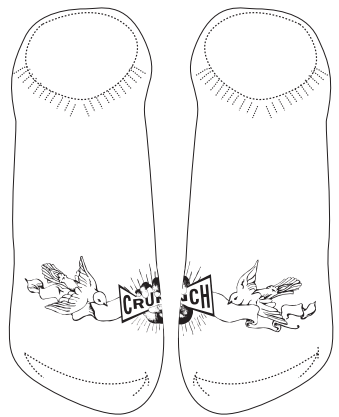
Sunrise Salutations
Rise and shine, morning glory and wake up to the power of the sun. Skip the coffee and jump-start your day with a class that builds strength and flexibility with every pose.

Project: D. Fall 2006 Branding Initiative- print collateral, wheat pasting, membership coupon cards. E. Templates for "What's New" In-store monthly signage for all 19 U.S. locations. Client: Crunch Fitness





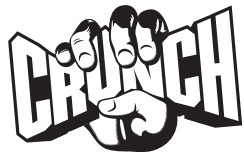
"MERCURY"
WOMEN'S RUNNER 3-PK (LO-RISE)
 HOT PINK / MINT GREEN
 MINT GREEN / BLACK
 BLACK / WHITE



"CRUNCH BANNER"
WOMEN'S LOW RIDER
 BLACK / WHITE



ALTERNATIVE APPAREL
 AA9566-Zip Hood Jacket



★ ★

"Crunch Boxing Presents"
SATURDAY SHOWDOWN SERIES
 SATURDAY MAY 12, 2007 7PM
 CRUNCH 13TH ST

CRUNCH BOXING

★ ★ ★ ★

Show your love at: 54 E. 13th St., New York, NY 10003 ★ 212-475-2018

crunch.com

...the program in which all take their sport to the next level, and the belief in themselves to do so. These members have seen themselves improve as athletes and competitors, not only through their own hard work, but also because of the support and encouragement of the entire group.

★ ★

DAVID CARBONELL

Age: 28
 Occupation: Exterior Restoration
 Fact: Loves sports and dogs

★

SUZANNE HARPER

Age: 49
 Occupation: Novelist and Playwright
 Fact: Brother Dwight from Austin is here to see her third showcase fight

★

DANNY RAMOS

Age: 31
 Occupation: Handyman
 Fact: Started working out three years ago to get in shape after a shoulder injury

★

RICHELLE SPANOVER VS. **CLARE PISTEY**

Age: 25
 Occupation: Personal Trainer at Crunch Fitness
 Fact: Former U.S. Marine

Age: 29
 Occupation: Director of Recruitment, Hunter College
 Fact: Started boxing to get in shape and never thought she'd be sparring

★

JONATHAN ENRIQUEZ VS. **A.M. DUPEE**

Age: 24
 Occupation: International Mason
 Fact: "A thoroughbred met with the heart of a lion and infinite aspirations"

Age: 22
 Occupation: Sports Management Major at NYU
 Fact: Was hooked on boxing at a young age after seeing the Tyson-Bruno fight

★

LINDSAY COUSLEY

Age: 32
 Occupation: President of Crumpler USA
 Fact: "Pain is weakness leaving the body, unless you are getting punched repeatedly in the face...then it's just pain."

★ Directly after the show!
UNION BAR ★
 200 Park Ave South (17th Street)

★ ★

"Lafayette St. Boxing Club presents"
SATURDAY SHOWDOWN SERIES
 SATURDAY MAY 19, 2007 7PM
 CRUNCH LAFAYETTE ST

CRUNCH BOXING

★ ★ ★ ★

404 Lafayette St., New York, NY 10003 ★ 212.614.0120 ★ crunch.com

...the program in which all take their sport to the next level, and the belief in themselves to do so. These members have seen themselves improve as athletes and competitors, not only through their own hard work, but also because of the support and encouragement of the entire group.

★ 1ST BOUT ★

JILL FISHMAN

Age: 35
 Occupation: Senior VP marketing, Michael Kors
 Fact: Dedicates this fight to boyfriend David

★ 2ND BOUT ★

DAVID LENOUÉ

Age: 46
 Occupation: Owner of Vernissage Designs, custom interior painting and decorative finishing
 Fact: Thanks his wife, Kiki, for inspiring him

★ 3RD BOUT ★

CLARE PISTEY VS. **VANESSA WILLIAMSON**

Age: 29
 Occupation: Director of Recruitment, Hunger College
 Fact: New face of "fighting Irish"

Age: 27
 Occupation: Research Director, Iraq and Afghanistan Veterans of America
 Fact: Sends her thanks to Laura Dobbins and Brad Johnson

★ 4TH BOUT ★

DAVID CARBONELL VS. **MYSTERY CONTENDER**

Age: 28
 Occupation: Exterior Restoration
 Fact: Loves sports and dogs

★ 5TH BOUT ★

RICHELLE SPANOVER VS. **ALECIA ASHLEY**

Age: 25
 Occupation: Personal Trainer at Crunch Fitness
 Fact: Former U.S. Marine

Age: 39
 Occupation: Celebrity boxer
 Fact: Three-time world title holder in boxing and professional Muay Thai. Was principle character in "Gin Right" with Michelle Rodriguez.

CRUNCH BOXING

Don't miss

FIGHT NIGHT SATURDAY

7PM

ALL ARE WELCOME...

CRUNCH BOXING



Project: Sponsored Boxing Event held at Lafayette St. Gym- program announcing weekly contenders, outdoor 5'x 4' vinyl banner, advertising.
 Client: Crunch Fitness, Lafayette St. gym.



MARCH 16-18 ONLY!

crunch.com • 888.2.crunch

Offer applies to initiation fee on all annual Crunch Fitness membership plans. Other membership plans available. Must be 18 years or older and show photo ID. Cannot be combined with any other offer. Offer expires 3.13.07. ©2007 Crunch Fitness.

**ST. HANGOVER DAY!
FEEL BETTER
FOR \$0 DOWN**

MARCH 16-18 ONLY!

