

Equinox Fitness Clubs Opens Second Texas Location In Preston Hollow

NEW YORK, Dec. 21 -- Texas will once again be able to **indulge in the five-star service** they have come to expect from **Equinox Fitness Clubs**. The Nation's leading fitness **facility will open its second Texas location in Preston Hollow**, today, December 21, 2009.

"There has been a huge demand for an innovative, value-oriented fitness facility in a number of urban cities where the market is under-served," says **Harvey Spevak**, CEO for Equinox. "By opening our second location in Texas, our aim is to meet the needs of a discriminating consumer who demands the best and currently doesn't have the opportunity to get it." According to Spevak, the new Texas facility, located on Hillcrest Road in Preston Hollow will boast the cutting-edge equipment and programs, well-maintained ambiance, inspirational workout environment and unparalleled focus on the members' experience which has always made Equinox such a success.

"In planning our growth strategy in new, metropolitan areas," says Spevak, "we decided to focus on the Preston Hollow resident and those who work there. We believe these are individuals who appreciate quality and innovation in their lifestyle and--when it comes to fitness--haven't experienced the true integration of mind, body and spirit that Equinox has to offer.

The intersection of **Preston and the Northwest Highway is a special address**. It is the heart of the Preston Hollow community, just a few miles north of the Preston Hollow facility, and it is from here where local inspiration was drawn.

Surrounded by beautiful, chateau inspired, well kept houses, and a vibrant, active, social community, Equinox wanted to create a place where friends would want to gather.

Like the great Salons of Europe that were the social heart of the community, **Equinox will introduce a dramatic 2 story stair that invites patrons up to the facility**. Upon arriving at the "Piano Nobile" the salon experience continues with a large open floor and a 200 foot vista concluding with a balcony and roof top terrace with a large water feature.

The material selections also flowed from the rich Salon tradition. Beautiful warm whites, highlighted with jewel tones create a clean and luxurious space.

THE EQUINOX EXPERIENCE

Equinox has long been known for their innovative group fitness classes, nationally recognized personal training program, award winning design and luxurious spas. The new location in Dallas will continue this tradition. Equinox Preston Hollow will provide a menu of programs and services that is representative of the Equinox fitness formula.

The 30K square foot Equinox in Preston Hollow features six fitness studios (a main studio, a yoga studio, cycling studio, Pilates studio, a boxing studio and a private yoga/meditation room). These studios are the source for a greater emphasis on independent programming, designed to satisfy the lifestyle needs of the club's members. Also consistent with other Equinox clubs, Preston Hollow will offer a retail store, a cafe, kid's club, a WiFi lounge and a full service spa, as well as a full line of amenities in the locker rooms.

The club also incorporates a "green luxury" philosophy. Plans call for improved water and air quality through state-of-the-art filtration systems, while greatly reducing the amount of a conventional club's electrical energy and water consumption. Equinox is also building the clubs with a sharp eye toward using rapidly renewable materials, those with a high percentage of post-consumer recycled content, and paints, sealants, and adhesives with minimal or no VOCs, whenever possible.

"We're committed to developing Equinox as a national brand," says Spevak. Once the new location in Texas is open, the company will work toward opening other new locations across the nation. These new clubs will enhance Equinox' global presence and solidify their place at the top of the fitness market.