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PRESS RELEASE

Xercise4Less announces new partnership with Virtuagym

Virtuagym and Xercise4Less join forces to offer gym goers brand new online community

Leeds, January 23, 2018: Xercise4Less has been experiencing strong growth over the past period, with 35 locations open or in pre-opening, and another 18 clubs on the way. Their mission, as “the People’s Gym”, is to offer the best facilities for the lowest price. To aid them in this mission, Xercise4Less was looking for a comprehensive software solution to better serve their 300,000+ members.

“Virtuagym was easily the most complete and best solution on the market,” says Jon Wright, CEO of Xercise4Less. “With Virtuagym, we can offer an engaging mobile exercise and nutrition services to our members, as well as a seamless user experience. The solution is perfectly customizable to our business model: automated coaching for members, combined with an upsell opportunity of all-digital products or personal training.”

We’re thrilled to start working with Xercise4Less in the UK,” says Hugo Braam, CEO of Virtuagym. “It once more confirms our position as industry innovator. Xercise4Less yet again shows to be an industry innovator and we are eager to make our co-operation a success, showing other gym businesses in the UK that innovation and a mobile app with Virtuagym does not cost money, but generates additional revenues via integrated business models. A unique feature of our solution.”

Notes for the editor:

Xercise4Less is a leading UK budget gym chain offering the biggest and best facilities at the lowest membership price. Their clubs have up to 400 pieces of the most up-to-date equipment,

and over 40 classes per week which are included in the membership price. Xercise4Less has a number of different membership packages to suit every budget.