

**FOR IMMEDIATE RELEASE:**

**The Bar Method Opens 37<sup>th</sup> Studio**

San Francisco, CA, January 24, 2011 – The Bar Method™ headquarters announces the opening of a Santa Barbara location bringing the number of exercise studios in their franchise company to 37 with 11 more planned openings around the country by late spring.

The new studio will provide Santa Barbara and surrounding area residents the opportunity to experience the increasingly popular Bar Method exercise classes. The Bar Method™ merges the fat-burning format of interval training, the muscle shaping techniques of isometrics, and the elongating principles of dance conditioning to create a recognizable 'Bar Method Body' featuring sculpted arms, flat abs, a lifted seat, and long, firm thighs. The ballet bar based exercise system was created by Burr Leonard and designed with the guidance of physical therapists to ensure joint safety while targeting all major muscle groups, improving posture and increasing physical grace and strength.

The Santa Barbara studio is located at 761 Chapala Street in the retail heart of downtown across from Paseo Nuevo Mall, the Central Coast's most distinctive collection of upscale merchants between L.A. and San Francisco. Like the sophisticated beach town it resides in, the space is designed to reflect a serene, warm, modern ambiance resembling the same look and feel as the other Bar Method studios around the country. Clients can take classes in two studios and choose from a grand opening schedule of 20 classes / 6 days per week. A retail section within the space will be available soon.

Jodi Conroy, owner of the Agoura Hills Bar Method studio is excited to bring The Bar Method to the tight-knit, fitness oriented community of Santa Barbara. Jodi was hooked on The Bar Method™ after her first class six years ago, completed her teacher training in 2007 and opened the Agoura Hills studio in 2008. Jodi feels her success comes from a solid business sense, dedicated clients, and a strong belief in the quality of The Bar Method™. Jodi "looks forward to creating a welcoming, client focused environment that brings the exercise class that has changed my life to a community that I know will be just as passionate about The Bar Method™ as I am".

Santa Barbara Studio Information: 761 Chapala Street | Santa Barbara, CA 93101

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