

FOR IMMEDIATE RELEASE

Local Couple Opens Tenth Southern California Bar Method Studio in Brentwood

Los Angeles, CA, July --, 2010 – The Bar Method will open a new exercise studio on July 10 at the Brentwood Town Center, 13050 San Vicente Boulevard, in Los Angeles. The facility will serve the upscale communities of Brentwood, Pacific Palisades, Santa Monica and Bel Air. Located at 26th Street and San Vicente, adjacent to Starbucks, the studio faces a charming courtyard with a bubbling fountain on one side and it looks out on the Brentwood Country Mart on the other. With its lacquer whites and dark grays, this studio has a calm, zen-like elegance and beauty. It was designed by the well-known interior designer Jean Pinto, president of the LA Chapter of ASID.

Bar Method Founder Burr Leonard will teach on Saturday, July 10. With 19 years of experience in the fitness field, she and her business partner have turned their one Bar Method studio into a franchise operation with 32 studios and a media company that sells exercise DVDs and accessories. Health Magazine, Wall Street Journal, Us Magazine, People, Self, Huffington Post, ABC News, and numerous other media outlets, have featured Leonard's The Bar Method. Catherine Wendel, Bar Method National Trainer and National Evaluator and co-owner of the three Chicago-area Bar Method studios, will teach at the Brentwood studio on July 11.

"The Bar Method workout sculpts an elongated, lean firm body," explains Leonard. "The hour-long class combines elements of isometrics, interval training, dance conditioning, and sports rehabilitation to quickly and safely burn fat and carve muscle." The highly effective, no-impact strength workout combines dance conditioning, isometrics, physical therapy and interval training. The result is "a Bar Method body," characterized by a lifted derriere, toned thighs, flat abs, and highly defined arms. Fans of The Bar Method fans include celebrities such as Anna Paquin, Drew Barrymore, Kelly Osbourne, Zooey Deschanel, Ricki Lake and Eva Amurri.

Southern California franchisors Mark and Mimi Fleischman will add the Brentwood studio to the two locations they currently own and operate, West LA and West Hollywood. This is also the tenth location they have been associated with opening including the seven franchise locations in the Los Angeles, Orange County and San Diego areas. The Fleischmans, with their impressive backgrounds, have strengths and expertise that complement each other, which has influenced The Bar Method's popularity and measurable success in Southern California.

Mark Flesichman is the former owner of some of the world's most legendary nightclubs, including Studio 54, after its reopening in the 1980s, The Century Club, and Manhattan and Beverly Hills' Tatou supper clubs. In his role with The Bar Method, he helps franchise owners select studio locations, negotiate leases and build. Mimi Fleischman, who is founder Burr Leonard's sister, contributes as well in a variety of ways including public relations and social networking on behalf of the Southern California franchise locations.

"We are so excited to bring The Bar Method to our Brentwood and Pacific Palisades clients who have wanted their own neighborhood studio for years," says Mimi Fleischman, Director of Bar Method Los Angeles. "The Bar Method has a wide array of benefits for regular students and I am thrilled to be able to provide classes to even more men and women in Southern California."

To review a class, contact Mimi@BarMethod.com for reservations.

For more information, visit [HYPERLINK "http://www.barmethod.com/brentwood/index.html"](http://www.barmethod.com/brentwood/index.html) <http://www.barmethod.com/brentwood/index.html>, or call 310-447-8557. To view clips of The Bar Method exercise classes around the country, visit [HYPERLINK "http://www.youtube.com/user/BarMethod?feature=chclk"](http://www.youtube.com/user/BarMethod?feature=chclk) <http://www.youtube.com/user/BarMethod?feature=chclk>.

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