



Nov. 1, 2017

Dear Rock Road members,

Thank you for being loyal members of our Rock Road club. You've seen us grow from a few clubs in Wichita to becoming the largest fitness provider in the Midwest. As we near our 17th anniversary, we continue to grow. In fact, this week, we'll announce another exciting acquisition with our first clubs in Colorado, bringing our total club count to 44 in five states.

Throughout that expansion you've continued to fill our Group X rooms, workout with our personal trainers, hit with our tennis pros, swim in our pools, log miles on our equipment, trust us to care for your kids...then come back day after day to do it all again.

It's my honor, then, to name November our Month of Thanks. We've created a line-up of healthy perks* for all of you. And you don't have to do anything. Just read on for a list of Thank Yous, along with exciting improvements we'll be making through the end of the year.

Thank You Gifts

- A free 60-day "Genesis Plus Membership," entitling you to these amenities: Unlimited All-American Training, Rock Wall access and Rock Hard Fitness, an unlimited Guest Pass, 10% supplement and shake discount, and free tanning at available locations.
- Free one-on-one Nutrition Consultation.
- One free Cardio Tennis session per member.
- One complimentary one-on-one swim lesson per child.
- One free rejuvenating personal training session for every member who takes a MOSSA-branded class: Group Power, Group Ride, R30, Group Centergy, Group Blast and Group Groove.
- One free Pilates Group Reformer class.

Club Enhancements

I hope you've enjoyed some recent improvements at Rock Road – revamped tennis courts with all eight indoor court surfaces redone to look gorgeous and play slower, new ceilings, walls and lights for courts one and two, making them the brightest courts in all of Genesis, new cardio tennis equipment, with heart rate monitoring, new Hoist strength training equipment and two new Espresso bikes, new carpet throughout the whole building and new lobby furniture, among other updates – but here's more to come:

- New cardio equipment, including treadmills, ellipticals, bikes, cross trainers and more.
- An updated Cycle Studio with MyZone heartrate monitoring.
- New Group X equipment, including steps and risers.
- Enhanced G-Perks Rewards Program, in which points can be used for discounts on electronics, restaurant meals, movie tickets, sporting goods, apparel, hotels/resorts, concert/event tickets and more.



We know you have many health club options in Wichita, so let me say again on behalf of our 150-plus Rock Road employees, thank you for choosing Genesis. We believe the best exercise regimen – the one that truly helps you reach your goals – is the one that inspires you to return often. So, whatever your motivation – Genesis friends, your trainer, a great instructor, or our familiar facility – we look forward to providing it for many more healthy years.

In health,

A handwritten signature in black ink that reads "Rodney". The signature is stylized with a large, looping 'R' and a cursive 'DNEY'.

Rodney Steven II

*Perks will automatically be added to your account. Please contact these department managers & directors with questions or to schedule your appointments:

- Group X classes: Zoe Scognamillo (zoes@genesishealthclubs.com)
- MyZone registration: Joe Stierwalt (jstierwalt@genesishealthclubs.com)
- Personal Training: Ben Heithoff (bheithoff@genesishealthclubs.com)
- Swim lessons: Victoria Martin (vmartin@genesishealthclubs.com)
- Pilates Group Classes: Kelli Harsh (kharsh@genesishealthclubs.com)
- Cardio Tennis: Tony Tsymbalov (atsymbalov@genesishealthclubs.com)
- Rock Wall and Rock Hard Fitness: Devin Roberts (droberts@genesishealthclubs.com)