



Athletic Nation Opens Franchise Locations

Athletic Nation Men's Fitness Gym expansion to include over 50 gyms within the next year

San Jose, CA, April 12, 2007 --(PR.com)-- After four years of research, development and test marketing of the prototype men's-only personal training gym in San Jose, California, the Athletic Nation Franchise Corp is preparing to open its first three franchise gyms operations in Arizona, Texas, and southern California by the end of this month.

If you're thinking "is this like a Curves for men?" The answer is absolutely not. Any guy will tell you that a sissy circuit training fitness program doesn't work for men. The Athletic Nation program is more closely linked to having a drill sergeant or a football coach in your face making you accountable for your health and fitness.

The Athletic Nation franchise concept was introduced at the International Franchise Association (IFA) convention in Las Vegas this past February. Licenses were sold to gyms in Houston, Scottsdale, Arizona, and three in San Diego with another seven expected to be announced in the second quarter.

Athletic Nation fills a niche for men ages 35 to 65, who typically have less time to spend working out in traditional health clubs. Already, customers of the San Jose gym have started referring to the gym and its unique program as The Nation.

Athletic Nation workouts are based on the book "Reality Fitness in 90 Days - For Men" written by Dennis Mulgannon, founder of Athletic Nation. His no nonsense approach to workouts begins with a 90 day high-intensity training program, coupled with common sense eating, - and returning to an athletic lifestyle.

"The Nation is much more than a workout gym, it's about adapting to a healthy athletic lifestyle," Mulgannon explains. "Our members are busy successful professional men, happy in their family life, but lost their way in terms of their health and fitness."

Mulgannon is a 25-year veteran of the franchise industry. He has successfully developed franchise concepts in the food, service and financial industries. Mulgannon's new endeavor offers him a rare opportunity to combine his passion for fitness with his background in developing franchise businesses. Athletic Nation is a free-weight gym with a system that works through high-intensity resistance workouts and cardio training that only takes a few hours a week. The system also promotes participation in athletic pursuits, a common sense diet, and personal accountability.

Athletic Nation is a passion as much as it is a popular trend. It follows the principles outlined in Mulgannon's book, Reality Fitness in 90 Days - for Men, which he was inspired to write as a result of his own weight and self-esteem struggles at the age of 38. He made a decision to get back in shape by working out, eating right, and competing in sports. With his hard line approach, he is inspiring other men to adapt a healthier lifestyle.



“Losing weight and getting back into shape is the best decision I've ever made,” Mulgannon says. “I want to make sure that all men have the tools and the support they need to make the same decision.”

While Mulgannon's approach is known to be tough, he does not make apologies. “It's all about the results,” he says. Judging from the success of the prototype gym in San Jose, it's an approach that a lot of men have been looking for.

For information about Athletic Nation Franchise opportunities visit <http://www.athleticnationfranchise.com> or call (800) 381-8211.

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