

Dear Kids Club Parent:

When I first started 10 Fitness more than a decade ago, my singular focus was to provide a top-notch fitness experience at a price that was affordable for just about everyone. Through the years, as we've grown and expanded, that vision has continued to drive our company — we want to give you the *most value for your hard-earned dollar*, with more amenities, better facilities, and friendlier staff than anyone else.

Sometimes, though, we have to take a look at our bottom line and adjust accordingly. This is especially the case with our Kids Club, which has been an amenity that has lost money from day one. While we've done our absolute best to provide a fun, engaging and caring environment for your kids to play while you work out, it's no longer sustainable for us to continue to subsidize this area, at the expense of other club-wide improvements and upgrades.

Because of this, we find ourselves in the difficult position of having to change the pricing on Kids Club — from \$10 per month per child to \$20 per month per child. Frankly, our only other option would be to stop offering Kids Club completely, and we *really* don't want to do that. As the father of two young daughters myself, I know how valuable it is to have quality childcare in an environment that kids love, while giving moms and dads a much-needed break so they can focus on their own health and wellness.

For kids who are currently enrolled in Kids Club, this new pricing won't take effect until July 1st of this year. (For new kids, the change will be effective on May 1st). I hope you'll agree that this is still an excellent value, especially when compared to the cost of hiring a sitter for just one evening out.

Thanks for being a valued member of 10 Fitness, and for taking the time to read through this letter. We hope to continue to earn your support with enthusiastic and friendly service, each and every time you enter one of our facilities!

Yours in Health and Wellness,

Eric Buckner
CEO
10 Fitness