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Town Sports International Brings Its Luxury Boutique Brand to Boston

BFX Studio Shapes Up Boston's Back Bay with its "Complete Boutique"

BOSTON, June 1, 2015 /PRNewswire/ -- **Town Sports International** (NASDAQ: CLUB), a leading owner and operator of fitness clubs in the Northeast and Mid-Atlantic regions of the United States, announced the expansion of its boutique brand, [BFX Studio](#), with the opening of its first Boston location at 699 Boylston Street. The launch of BFX Studio Back Bay follows the success of two locations already open in New York City's Financial District and Chelsea section of Manhattan.

Sleek architectural details are a trademark of the 10,000-square-foot space which features unique equipment and a new training approach which continues to re-define boutique fitness. Like its first two locations in New York, BFX Studio Back Bay brings a signature cross-training approach to the boutique studio scene with three studios housed under one roof: indoor cycling, group exercise and personal training.

"With the introduction of BFX Studio and its 'complete boutique' atmosphere, we're giving clients something they've never seen before," says Daniel Gallagher, president and CEO of Town Sports International. "BFX Studio Back Bay builds on what we are continuing to see as an evolution of boutique fitness where clients aren't given only one training option but the ability to choose and combine different modalities for a more dynamic and effective workout experience."

BFX Studio's interior design is a testament to that. Its Ride Republic studio is half a platform stadium-style room and half a high-intensity training floor. Its Master Class studio easily converts from strict high-intensity training, to a barre or boxing space. BFX Studio Back Bay also features wearable, performance-based technology and exclusive fitness assessment tools like Fit3D and DMX STRENGTH which take keeping track of training results to a new level. The new location also features high-end locker room accommodations, luxury shower amenities, a wide range of classes as well as digital perks such as electronic check-in and free WiFi.

About BFX Studio

BFX Studio is the boutique brand of New York-based Town Sports International Holdings, Inc. (NASDAQ: [CLUB](#)), a leading owner and operator of fitness clubs in the Northeast and mid-Atlantic regions of the United States. BFX Studio has three locations, including two New York City locations - BFX Chelsea and BFX FiDi - and one Boston location - BFX Back Bay. For more information, go to www.bfxstudio.com. A fourth location is set to open on Manhattan's Upper East Side in the fall of 2015.

About Town Sports International Holdings, Inc.

New York-based Town Sports International Holdings, Inc. is a leading owners and operators of fitness clubs in the Northeast and mid-Atlantic regions of the United States and, through its subsidiaries, operated 158 fitness clubs as of March 31, 2015, comprising 107 New York Sports Clubs, 30 Boston Sports Clubs, 13 Washington Sports Clubs (two of which are partly-owned), five Philadelphia Sports Clubs, and three clubs located in Switzerland, and two BFX Studio locations. These clubs collectively served approximately 484,000 members. For more information on TSI, visit <http://www.mysportsclubs.com>.

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