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## New York Sports Clubs "Builds" A New Ad Campaign: #I BUILT THIS Marks New Era in Speaking to Consumers

### Advertising Push Also Doubles as Company's First-Ever Social Media Campaign

NEW YORK, Dec. 22, 2015 /PRNewswire/ -- New York Sports Clubs (NYSC), owned by Town Sports International Holdings, Inc. (NASDAQ: CLUB), revealed its latest marketing campaign #IBUILTTHIS, which celebrates the healthy lifestyle accomplishments of real people while encouraging others in the fitness community to do the same through social media and other digital platforms created by NYSC. It is one of the first major marketing initiative developed by newly appointed Chief Marketing Officer, Michelle Ryan.



#IBUILTTHIS features some of New York's "Finest" and "Bravest" emergency responders, including NYPD Officer Mike Counihan and FDNY Firefighter Joe Schiraldo. Ofc. Counihan has already made a social media splash, captivating not only New Yorkers, but the entire nation with his impressive @NODONUTSHERE Instagram account. Firefighter Joe Schiraldo is a Golden Glove champion with the FDNY boxing team and was featured in the FDNY calendar. Other New Yorkers featured include a cheerleader from the Jets Flight Crew as well and select New York Sports Clubs staff and members.

"Our intent with this campaign is to celebrate the fitness community and what it has worked so hard to build," said Ryan. "We thought it was important to embrace the make-up of cities where we're located and include a variety of influencers and people to share their #IBUILTTHIS stories socially to inspire communities in meaningful ways."

In-club #IBUILTTHIS mirror clings will encourage members to snap a photo of their workout or cooldown, post with the hashtag and share their stories on Facebook, Instagram, and Twitter. Participants with the most motivational and inspiring posts will be regrammed and retweeted and have the chance to win various branded products and complimentary memberships. There will also be celebratory pop-ups of support and encouragement at the clubs for the most compelling and inspiring stories in the clubs throughout the campaign.

"Integration of the physical and digital spheres highlight the fact that fitness isn't just something you try to squeeze in a few hours a week. It's more than that. It's something you strive for and BUILD on," said Ryan. "NYSC also could not think of a better fit than to feature some of its healthiest New Yorkers who lead the way when it comes to be amazing examples for the entire city and country! We're excited to make our members a truly active part of this engagement where they can also serve as shining examples of what they've 'built'."

In addition to the #IBUILTTHIS social media and digital strategy, the ads will also be displayed in New York Sports Clubs

locations in New York, New Jersey and Connecticut and via direct mail as well as painted murals and wild postering throughout New York City.

The #IBUILTTHIS campaign is also being launched in the company's other markets, including Boston Sports Clubs, Washington Sports Clubs and Philadelphia Sports Clubs.

Twitter and Instagram:

@NYSC  
@BSC\_Gym  
@WSC\_Gym  
@PSC\_Gym

#### About Town Sports International Holdings, Inc.:

New York-based Town Sports International Holdings, Inc. (NASDAQ: CLUB) is one of the leading owners and operators of fitness clubs in the Northeast and mid-Atlantic regions of the United States and, through its subsidiaries, operated 153 fitness clubs as of September 30, 2015, comprising 105 New York Sports Clubs, 27 Boston Sports Clubs, 13 Washington Sports Clubs (two of which are partly-owned), five Philadelphia Sports Clubs, and three clubs located in Switzerland, and three BFX Studio locations. These clubs collectively served approximately 534,000 members as of September 30, 2015. For more information on TSI, visit <http://www.mysportsclubs.com>.



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