



Madonna's Second Hard Candy Fitness Center

Now Open for Workouts in Moscow

Madonna to Visit Club in 2012

New York, NY – December 26, 2011 – For Immediate Release – Madonna in partnership with her manager Guy Oseary and Mark Mastrov, Chairman of New Evolution Ventures (NeV), announced their second Hard Candy Fitness Center in Moscow is now open for workouts. The beautifully designed, four-floor, 35,000 square foot facility near the Red Square, plans to host Madonna for a visit in 2012. The Hard Candy Fitness Center in Russia is operated by Irina Razumova, founder of the well known Russian chain Planet Fitness. The opening of this latest facility follows the one-year anniversary of the Hard Candy Fitness Center in Mexico City.

Hard Candy Fitness Moscow has state of the art equipment, an exclusive curriculum along with Mind Body Studio including the Great Wall, a Bike Studio, a Juice Bar/Café, lavish locker rooms and a 25 meter-long pool. Members will have the very best in innovative fitness programming including traditional classes, the newest trends in Yoga and original classes designed specifically for Hard Candy Fitness.

The design and programming of the Hard Candy Fitness Centers are inspired by Madonna's vision and commitment to fitness. Members will experience this first hand with signature *Addicted to Sweat* classes, featuring movements exclusively designed by the pop icon and her dance team. The *Addicted to Sweat* Cardio Dance and Jaw Breaker classes were inspired by the same choreography and toning exercises used in Madonna's personal fitness regime.

The facility contains more than 100 pieces of strength equipment / free weights with the best functional training accessories from Precor, Hoist, Free Motion, Concept and TRX suspension training. Hard Candy Fitness team members will sport the latest adidas by Stella McCartney and Porsche Designs attire from Winter 2011-2012 adidas collection.

The Hard Candy Fitness brand launched its continued expansion with a third location set to open for workouts in St. Petersburg, Russia early spring next year. Hard Candy Fitness will also make its mark on new territory, heading to Toronto, Canada in 2012. NeV's Mastrov and partners, along with Madonna and Guy Oseary are also exploring options of building additional Hard Candy locations in Italy, United Kingdom, Canada, France, Australia, Argentina, and Brazil, for facilities that will offer a unique member experience.

For membership information, visit the newest Hard Candy Fitness at B. Kislovskiy per 9, Moscow Russia 125009 or call +7 495 933 71 00.

About New Evolution Ventures™ (NeV) Based in Northern California, New Evolution Ventures (NeV) is a private equity firm focused on the acquisition, development and operations management of fitness, media and sports entities both domestically and internationally. Founded in 2008 by Mark Mastrov, Jim Rowley and Mike Feeney, the current team of NeV professionals is shaping the world of fitness, media, and sports one brand at a time. With a foundation representing over a century of business experience, NeV currently has operations and investments in more than 20 countries worldwide representing over 800+ facilities. For more information, please visit www.nev.com.

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