



FOR IMMEDIATE RELEASE—December 2, 2009

Contact: Mike Brinich, Director of Communications, CSG

Office: 248-997-3270, Mobile: 586-703-6966

Elite Fitness Introduces Innovative, Environmentally-Friendly Amenity

...New product will minimize presence of bacteria on towels and linens used in facility...

Ashburn, VA...Elite Fitness Concepts at Belmont Greene (EFC), the Virginia-based fitness center best known for its unique combination of fitness and post-rehabilitation services, today announced the addition of an environmentally-friendly amenity that will proactively minimize the presence of bacteria in the center. Working with the sports world's leading provider of antimicrobial treatments, CSG (Coatings Specialist Group), EFC has transformed all of its towels and linens into fabrics that work continually to inhibit the growth of harmful bacteria, mold and fungi for months. It is the same antimicrobial technology used by the entire Fairfax County School District, the University of Virginia, Virginia Tech, the Washington Wizards and Redskins.

While CSG's antimicrobial treatment for washable fabrics, FabricAide®, has been used by some of Virginia's most prominent schools and professional sports franchises, EFC is the first fitness center in the area to integrate the unique technology into its operations.

"We want our clients to pursue their fitness goals or rehabilitation programs in the most comfortable setting possible," said Scott Ackerman, the Owner of EFC at Belmont Greene. "Providing them with linens and towels that have a barrier of protection from bacteria is just one of the many ways we try to let them know we care about them and pay attention to every detail in the facility."

FabricAide is an innovative antimicrobial product that when applied through the wash, will continually inhibit the growth of a wide array of bacteria, mold, and fungi on any fabric or textile. Defined by its durability, FabricAide's unmatched antimicrobial effectiveness will last a minimum of 30 washes before another application is needed. No other product will eliminate odor, staining and deterioration caused by microbial contaminants as well as FabricAide. It creates an invisible and odorless antimicrobial barrier on fabrics that is non-toxic, non-sensitizing to human skin and hypoallergenic.

About Elite Fitness Concepts

Elite Fitness Concepts in Ashburn, Virginia strives to make the health club experience an extremely favorable one, in which clients look forward to visiting their fitness center on a regular basis. EFC is committed to providing a clean, safe, family oriented environment that offers cutting-edge cardiovascular and strength equipment, popular aerobics classes and instructors, and one of the region's only athletic training and post-rehabilitation programs. Built upon 10-years experience at its Great Falls location, EFC's goal is to provide safe and effective exercise programs that help bridge the gap between the medical community and your health club.

About CSG

CSG's Surface Antimicrobial System™ (SAS) products and services are used to minimize the spread of disease and environments by over 1,500 organizations across America. All of its unique treatments and services can be applied to virtually any surface or textile. For more information on CSG, visit www.csgrp.com or call 888.510.2847.