



**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

**PURE FITNESS IN THE HEART OF ORCHARD**

Asia's leading lifestyle brand to unveil world-class fitness club this August

**19 May 2010** - Pure Fitness, Asia's premium fitness club, is set to expand its operations regionally with the opening this August of a world-class fitness club in the heart of Singapore's most effervescent shopping district, Orchard Road. It will be located at Knightsbridge, the retail podium of Park Hotel Group's stylish and newly refurbished flagship property, Grand Park Orchard, which opens this July.

The conveniently situated 15,000 sq-ft club will offer the world's best fitness facilities and services dedicated to helping each of its clients build a balanced, healthier and happier life. The opening of Pure Fitness in Singapore follows Pure Group's successful establishment of two Pure Yoga studios at Ngee Ann City and Raffles Place in recent years.

Colin Grant, CEO of The Pure Group said, "I am extremely delighted to be bringing the Pure Fitness experience to Singapore. Pure prides itself on being a dynamic, cutting-edge company. We are entering the Singapore market with the promise to deliver a unique brand of fitness that focuses on well-being as a lifestyle, easily compatible with cosmopolitan living. I believe that we will connect with Singaporeans by bringing them a positive and highly personalised fitness experience through our facilities, our service and our team. We are planning to rapidly grow our business in Asia and are looking at expansion to 3 more new locations in Singapore over the next 2 years."

Allen Law, Director of Knightsbridge and Park Hotel Group, said, "We are thrilled that Pure Fitness has chosen Knightsbridge to deliver its world-class fitness experience at the heart of Orchard Road. Together with the opening of our flagship hotel, Orchard Road's allure as a vibrant lifestyle destination will be unparalleled."



Under the guidance of professionally certified instructors and trainers, Pure Fitness members will enjoy result-oriented training using advanced cardio machines and a full range of top-notch strength and resistance equipment. For those keen on combining regular workouts with the benefits of a tailored personal training programme, complimentary fitness induction sessions will also be available.

With state-of-the-art cycling and group fitness studios, there is an abundance of choice in more than 80 weekly group exercise classes that cover 30 innovative training programmes from around the world. Led by a team of international instructors, the diversity of offerings includes TRX, Hip Hop Dance, Muay Thai, Latino Jam, Pilates, Yoga, Aerobics, Boxing, Pole Dancing, Cycling, and world-recognised Les Mills programmes such as BODYPUMP™, BODYCOMBAT™ and BODYBALANCE™.

In addition to its emphasis on a superior physical conditioning experience Pure Fitness in Singapore will pull out all the stops pampering its members with a modern rain forest shower system, excellent sauna and steam facilities, and a spacious relaxation lounge. The lounge will feature a refreshment bar that serves complimentary freshly-ground coffee, soft drinks and fruit, and offers complimentary Wi-Fi access, DVDs, magazines and newspapers. Workout clothes, towels and toiletries are also provided at no charge.

Pure Fitness pre-sale memberships will commence in early July 2010 and new members have the chance to enjoy premium and exclusive membership privileges, joining gifts, complimentary trial sessions at Pure Yoga, and shopping discounts at Pure Retail.

Pure Fitness will be fully operational by mid August 2010 and will be located on Level 3, Knightsbridge, 270 Orchard Road.

For more information on Pure Fitness, please go to [www.pure-fit.com](http://www.pure-fit.com).

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## **About PURE GROUP**

The Pure Group is Asia's premier lifestyle group that encompasses five Pure Yoga studios, three Pure Fitness clubs and two Pure Dining locations in Hong Kong. There are also two Pure Yoga studios in New York, two in Singapore and one in Taipei. The Group currently has over 40,000 active students and clients, and 900 staff.

Pure is dedicated to helping everyone build a balanced, healthier and happier life.

[www.pure-international.com](http://www.pure-international.com)

## **About Pure Fitness**

Pure Fitness brings the best fitness experiences from around the world to its fitness centres. It was the first fitness centre in Hong Kong to offer a private personal training studio, an indoor climbing wall with auto-belaying, and a boxing ring.

Over 80 group exercise classes including TRX, BODYPUMP, BODYCOMBAT, Capoeira, Spinning, Boxing Circuit, and dance-inspired sessions are led by professional and passionate qualified instructors each week. In addition, Pure has a team of NASM and PTA Global certified personal trainers that offers clients the latest insight and exercises towards maintaining a healthy lifestyle.

The new club will be located at: **270 Orchard Road, #03-03, Knightsbridge, Singapore 238857**

[www.pure-fit.com](http://www.pure-fit.com)

## **About Knightsbridge**

Modern day curators of the very covetable, the extraordinary and the most desirable. Stemming from London's most fashionable address, Knightsbridge's fresh retail concept recreates the language of impeccable luxury easily with its innate understanding and ability to capture and be ahead of the here and now.

Knightsbridge achieves a sense of the privileged through its novel retail concept integrated within Park Hotel Group's flagship property, Grand Park Orchard. The distinctive 4-storey retail podium located along Singapore's premier shopping belt will house a prominent collection of flagship stores within its expansive 83,000 sq ft area.

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