



# News Release

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## FOR IMMEDIATE RELEASE

### **The American Boot Camp Company Offers Business License Program**

ATLANTA (November 20, 2007) ~ Earlier this month, The American Boot Camp Company, an innovative exercise firm that offers the 4-Week Fitness Boot Camp Program, made company history by signing its first license for a Midtown-designated territory. L.B.H., LLC will take over management of the Midtown territory starting November 5, 2007.

“The mission of TABCC is to change people’s lives through positive motivation and accountability,” said Mari Garner, founder of The American Boot Camp Company. “Our licensing program will help us reach that mission by expanding our accessibility to more people looking for a proven fitness regime.”

The Midtown territory includes potential Boot Camp locations at Piedmont Park, The Howard School and Georgia Institute of Technology. TABCC also offers company-owned boot camps at Blackburn Park, Chastain Park, Mason Mill Park, Pinckneyville Park and Fuller’s Park.

“I personally know individuals who have changed their outlook on life through the 4-Week Fitness Boot Camp Program,” says Lauren DiNatale, owner of L.B.H., LLC. “I am so pleased to be partnering with Mari and TABCC to bring this great offering to more Atlantans.”

The American Boot Camp Company’s 4-Week Fitness Boot Camp Program offers cross-training workouts like no other traditional fitness program. Coupled with a nutritional regimen, this program is designed to help clients of all fitness levels get into shape. Unlike many other programs that only offer one trainer, TABCC has a team of dedicated instructors that constantly push clients outside of their comfort zone while maintaining a positive, friendly environment. This intensive program has helped hundreds of every day people reach above and beyond their fitness goals.

### **About The American Boot Camp Company**

Changing the Shape of Your Life. The American Boot Camp Company operates outdoor fitness boot camp locations in the Metro Atlanta area and an indoor facility in Brookhaven at 2669 Osborne Road, Atlanta, 30319.

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