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Media Contact:

Lynne Andrews, President
Marketing Expectations, Inc.
lynne@marketingexpectations.com
(770) 886-5606 or (404) 784-5606 cell

**Spa Sydell Welcomes The American Boot Camp Company
as the “Official” Boot Camp Fitness Program of Atlanta’s First True Spa/DaySpa**
*Dynamic Wellness Duo Offers Athletes Specially Designed Athletic Performance Massage (APM)
to Help Clients Maximize Workouts and Achieve Fitness Goals*

Atlanta, GA (June 16, 2008) – For more than 25 years, Spa Sydell, (www.spasydell.com)

Atlanta’s first true day spa, has been known for its heavenly deep tissue massages, signature facials, manicures/pedicures and healthful detoxing body wraps. And now, the city’s only ‘true spa, real spa’ is pleased to announce they are teaming up with The American Boot Camp Company (www.bootcampcompany.com), a results-based outdoor fitness program founded in Atlanta that emphasizes interval training and nutrition for both men and women, to help fitness newcomers and athletes alike to maximize workouts and achieve fitness goals.

“At Spa Sydell we strive to make our customer’s look and feel their best both on the inside as well as outside,” said Richard Harris, President/CEO of Spa Sydell. “We understand the importance of achieving optimal health and fitness goals through regular fitness initiatives. As we introduce ‘Athletic Performance Massage’ (APM) to Atlanta customers, we are proud to align with the leader in outdoor group fitness programs, The American Boot Camp Company. They appreciate that specific massage targeted at the muscles and stretching will benefit their clients and ours as they work to achieve their desired level of fitness.”

Mari Garner, founder and president of The American Boot Camp Company is equally pleased with the new partnership. “Our clients train hard every day, so it’s only natural -- and even highly recommended -- that they receive regular massage therapy to ease soreness and keep muscles supple and ready for the next workout, beginning with their very first week of training,” said Garner. “Plus, the right massage can even help improve performance at subsequent workouts, which can be key to a client’s success,” she continued.

Spa Sydell’s new Athletic Performance Massage (APM) is especially beneficial for participants in athletic based training programs such as The American Boot Camp Company’s Outdoor Fitness

Boot Camp program. Participants will be given the opportunity to try APM via special promotions offered by Garner and her team of instructors on a periodic basis.

Additionally, Garner will provide tips on how clients can best communicate with their Spa Sydell massage therapist to ensure the very best results from each APM service and learn how it can literally improve his or her performance during boot camp workouts.

Spa Sydell is pleased to provide spa clients discount offers on their first boot camp workouts at one of the seven outdoor The American Boot Camp Company locations, including Brookhaven/Perimeter Area: Blackburn Park; Brookhaven: Ashford Park Elementary; Buckhead: Chastain Park; West Midtown: The Howard School; North Decatur/Emory: Mason Mill Park; Peachtree Corners/Duluth Area: Pinckneyville Park; East Cobb Area: Fuller's Park.

Spa Sydell and The American Boot Camp Company have additional future plans in the works to accommodate valued corporate clients, including 'corporate boot camp challenge' team-building events and corporate discounts on boot camp memberships. "Our collaboration of services is only natural, and we are delighted to name The American Boot Camp Company our official boot camp fitness program," proclaimed Harris. "We encourage all of our clients to get out there, work out hard with Mari and her team, and then come in to one of our Spa Sydell locations to enjoy the gift of touch, which is our specialty."

About Spa Sydell

Founded in 1982 by Sydell and Arthur Harris, and their children, Karen Harris and Richard Harris, Spa Sydell was launched as Atlanta's first true full-service day spa with a single location in Buckhead, GA. Today, the successful family-owned day spa business has seven locations and more than 500 employees. Services offered by Spa Sydell range from a full complement of specialty athletic performance, deep tissue and prenatal massages, along with the latest in unique body treatments that include fruit medley and signature facials, manicures/pedicures; waxing and hand-sprayed organic tanning services. Spa Sydell locations include Alpharetta, Buckhead Plaza, Cumberland Mall, Forum at Peachtree Parkway, Gwinnett Place, Midtown at Brookwood Plaza and Park Place at Perimeter. For more information, visit www.spasydell.com or call (404) 255-7727.

About The American Boot Camp Company

The American Boot Camp Company® is a results-based fitness program that emphasizes nutrition and interval training for men and women. Founder and CEO Mari Garner has developed a four-week outdoor training session in addition to a variety of indoor classes suitable for all levels of fitness. Headquartered in Atlanta, The American Boot Camp Company has seven locations throughout the metro area, including Brookhaven/Perimeter Area: Blackburn Park; Brookhaven: Ashford Park Elementary; Buckhead: Chastain Park; West Midtown: The Howard School; North Decatur/Emory: Mason Mill Park; Peachtree Corners/Duluth Area: Pinckneyville Park; East Cobb Area: Fuller's Park; and one indoor studio on Osborne Road in Brookhaven. For more information, please call (404) 949-9595 or visit www.thebootcampcompany.com.

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