



MEDIA ADVISORY

VIRGIN ACTIVE OPENS ITS DOORS IN SINGAPORE

Redefining the gym experience and industry leading flexible memberships

SINGAPORE, 8 October 2013 – Virgin Active officially opens its first club, Virgin Active Raffles Place, in Southeast Asia and Singapore on 11 October 2013, to much anticipation and fanfare. Located at One Raffles Place across three levels, the 33,000 square foot club is one of the biggest in Singapore and is set to change the way people get fit, both physically and mentally.

Virgin Active sets itself apart from other fitness chains here in Singapore, and these are the top things club members can expect from the brand:

- The Virgin Active brand ethos creates a club that makes getting active effortless and fun by putting its members first, catering to everyone – young, old, fit or unfit; and providing them with the supportive and motivating environment they need to achieve their goals.
- Warm & genuine service.
- Flexible memberships that require no long-term commitment.
- Spin classes are brought to a new high with exhilarating music and immersive digital landscapes that interact to the beat of the music.
- A digital club – All members will need at Virgin Active Raffles Place is their RFID membership card or bracelet that allows them to access their locker and make cashless payments. Using the Virgin Active mobile site, they can access their personal information, book classes for themselves or their linked friends and get access to the latest news and updates. Those interested to join Virgin Active can even sign up online and not have to be at the club in person.
- A first for Asia – The future of fitness clubs is here with the ARTIS line of Android powered fitness equipment from Technogym. Each piece of ARTIS equipment is designed for connectivity, allowing members access to his or her own world: training programmes, training data track record, web bookmarks, apps, and social networks. In addition, it employs cloud technology, so members can track their workouts wherever they are in the world.
- Anti-gravity yoga classes as well as hot yoga: Execute fusion yoga moves gracefully in air while being suspended on silk hammocks in this fun and challenging new class.
- Virgin Active offers a Relax and Recovery Zone featuring a salt room, with ionised salts that aid in skin rejuvenation and purify one's respiratory system. In addition, there are steam rooms, ice rooms, experience showers and footbaths with complimentary use of bathrobes.



- The much talked-about sleep pods, where busy executives can steal a power nap to recharge themselves.
- Virgin Active Raffles Place will also be unveiling THIRTY TRYHIT, a new small-group training zone based on the principles of high intensity interval training. This exciting new zone will offer a new workout of the week, every week, which will keep it fresh, exciting and fun.

Those interested in starting a relationship with Virgin Active can learn more at www.virginactive.com.sg or take a tour of the club's facilities on 9 and 10 October 2013.

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About Virgin Active

Virgin Active is the leading international fitness, health and racquet club operator. It operates 270 clubs in the UK, South Africa, Italy, Spain, Portugal and Australia. For 2012, Virgin Active reported revenues of £641.5 million and EBITDA of £124.4 million, the thirteenth consecutive year of revenue and profit growth.

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