

FOR IMMEDIATE RELEASE

Stroller Strides™ Partners With Fit To Deliver™ To Begin Offering Prenatal Fitness Classes

SAN DIEGO, CA (March 24, 2006) - Two of the most recognized and well-respected businesses in the field of pre- and postnatal fitness have formed a powerful partnership to offer expectant and new mothers an all-encompassing fitness program for pregnancy and beyond.

Stroller Strides - the San Marcos, CA-based nationwide fitness program for new mothers and their babies, **has partnered with Canadian-based Fit To Deliver** - the first prenatal fitness program developed by a physician, personal trainers and a physical therapist, **to offer Fit To Deliver classes in the United States and select international locations.**



This partnership will allow Stroller Strides franchisees the opportunity to become trained in the Fit To Deliver program and offer the prenatal classes as a complement to their ongoing postnatal Stroller Strides programs.

“This is really two of the most reputable names in this niche industry coming together to provide women with a comprehensive fitness program and network of support for the entire duration of their pregnancy and new motherhood period - first, through an amazing prenatal program, and then with the Stroller Strides program,” said Lisa Druxman, founder of Stroller Strides. “Together, we are looking forward to being that critical resource for mothers everywhere.”

The Fit To Deliver program is based on the belief that women can and should remain active during pregnancy - and in doing so, reap the rewards of a more comfortable pregnancy, easier delivery and a healthier baby. The practical program outlines exercises for each trimester focused on three key principles - Prevention, Preparation and Restoration. Tailored for different fitness levels and stages of pregnancy, the program incorporates postural reminders, stretching techniques, smart aerobic guidelines, strength training, core stability and nutritional information. Fit To Deliver is *the* pre-and postnatal expert source for *ivillage.com*, *Fit Pregnancy* and *Living Fit* Magazines.

“Both Stroller Strides and Fit To Deliver share a passion for ensuring that prenatal and postnatal women have access to the highest quality of exercise professionals,” said Dr. Karen Nordahl, co-developer of Fit To Deliver. “The most significant benefit of this partnership will be the delivery of the Fit To Deliver program to the US market on a large scale, allowing more pregnant women access to the prenatal program that sets the standard for Canada and the UK.”

Stroller Strides hopes to coordinate a launch of the new Fit To Deliver classes around Mother’s Day.

Stroller Strides classes are offered in more than 300 locations nationwide. The hour-long classes emphasize cardiovascular activities and muscle-strengthening exercises using resistance bands and strollers, allowing moms to interact with their babies throughout their workout. Stroller Strides franchises are available for those interested in a home-based, family-friendly business. For more information about Stroller Strides, including class locations, visit www.strollerstrides.com.

The Fit To Deliver program was developed in 2000 in response to a lack of information available to expectant mothers on exercise and pregnancy. The first prenatal fitness program developed by a physician, personal trainers and a physical therapist, Fit To Deliver is based on the belief that women can and should remain active during pregnancy. The program includes prenatal and postnatal fitness classes in Vancouver BC, Prenatal Exercise Instructor Certification Programs in Canada, the US and the UK and two editions of a Fit To Deliver book. For more information about Fit To Deliver, visit www.fittodeliver.com.