

FOR IMMEDIATE RELEASE

Amy Boone Thompson Named Chief Operating Officer of Stroller Strides®

SAN DIEGO, CA (January 9, 2008) – **Stroller Strides, the country's largest and fastest growing stroller exercise program for new moms and their babies, announces the appointment of Amy Boone Thompson as the company's Chief Operating Officer (COO).**



In her new position, Thompson will be responsible for the development, design, operation and improvement of the systems that create and deliver Stroller Strides services. In addition to heading up the strategic direction and operation of the company, Thompson will also lead the management team and oversee all administrative and operating functions.

“This new role will allow me to blend my experience in business management with my passion for fitness and motherhood,” says Thompson. “It’s an exciting time of expansion and exposure for Stroller Strides, and I am thrilled to be in a position to support the changes that come with this growth.”

Prior to this promotion, Thompson served as the project director for Stroller Strides, teaching fitness classes, conducting family health seminars and directing a continuing education academy and the national pre/postnatal fitness conference, “Fit4Mom.” A seasoned professional in the health and fitness industry, Thompson is also a holistic lifestyle coach, an international presenter and an author for several trade magazines and web sites.

“Amy will be an amazing complement to my already stellar team of employees,” said Lisa Druxman, founder of Stroller Strides. Creating the position of COO will allow Druxman, who was previously overseeing all of the Stroller Strides systems, to pursue additional projects for the company, including new classes, products and overall expansion.

With nine years of experience working in commercial clubs as a fitness trainer, sports director, general manager and national fitness director for Club One, Inc., Thompson’s expertise is regularly called on by a wide range of media outlets and organizations, including NBC, the *San Diego Union Tribune*, the American Council on Exercise (ACE) and IDEA Health & Fitness Association.

Active in both community and national causes, Thompson volunteers with the ACE’s Operation FitKids, UCSD Breast Cancer Survivors SHAPE Study and for several non-profit, health-conscious organizations that increase awareness about environmental protection and prevention through sustainable, natural living.

Stroller Strides classes are offered in more than 600 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. To further assist mothers in all aspects of their lives, Stroller Strides partners with Stride Rite®, LUNA® and BOB™. For more information about Stroller Strides, including class locations, visit www.strollerstrides.com.