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**Stroller Strides Makes *Entrepreneur Magazine's*
Franchise 500 List**

Company's appeal to mothers contributes to success

SAN MARCOS, Calif. (Grassroots Newswire) February 5, 2010 – Stroller Strides, a company that promotes health and fitness for prenatal and post-pregnancy moms and their babies, was recently ranked among *Entrepreneur Magazine's* Franchise 500. Stroller Strides was ranked in the coveted list that recognizes top franchises in the nation. The company's exercise programs not only help moms stay fit, but they also promote entrepreneurship for women.

"We are so pleased to have been recognized for our unique business model and overall success as a company," said Lisa Druxman, founder of Stroller Strides. "Although we have made the list in years past, we are especially proud this year because it has been a tough year for businesses, especially franchises. Even with the challenges of the economy, this ranking shows that the Stroller Strides program is something that mothers want and need."

All franchises ranked in the Franchise 500 list were judged by the same criteria, which includes financial strength and stability, growth rate and size of the franchise system. These and other objective factors are plugged in to *Entrepreneur Magazine's* Franchise 500 formula. The 500 franchises with the highest scores make the list.

Druxman said, "We not only weathered the storm of the economy, we experienced growth. *Entrepreneur* says that fitness franchises and low cost franchises are booming. We are proud to be recognized in both of those categories! It validates that we are appealing to both consumers and potential entrepreneurs."

In addition to its 2010 Franchise 500 ranking, Stroller Strides has also been listed in *Entrepreneur Magazine's* Fastest-Growing Franchises and Top New Franchises lists.

The fact that Stroller Strides programs are supportive of motherhood, with its services designed for mothers and its programs run by mothers, is, perhaps, what makes the business concept most appealing to women entrepreneurs. In addition, the company provides support and guidance for business owners in choosing a location, finding and hiring instructors, as well as marketing and public relations support. A myriad of its other benefits can be found by visiting the company's franchise Web page at www.strollerstridesfranchise.com.

And, you don't have to have a lot of experience to run a Stroller Strides business, Druxman said. "Experience in business is a definite plus, although it's not required," Druxman said. "Many of our Stroller Strides entrepreneurs learn through experience as well as mentorship from our more than 300 franchisees. The footwork is all done so that securing a business with us allows women to become independent agents with the legal right to set up their own business with our established, tried and tested fitness and business services. What is most required is an ability and a willingness to learn, a passion for fitness and motherhood, and determination to succeed."

For more information on Stroller Strides, please visit www.strollerstrides.com.

About Stroller Strides

Ranked among Entrepreneur Magazine's Fastest Growing Franchises in 2010, Stroller Strides offers classes in more than 1,000 locations in the United States and Canada. 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. To further assist mothers in all aspects of their lives, Stroller Strides partners with LUNA[®] and BOB[®]. For more information about Stroller Strides, including class locations, visit www.strollerstrides.com.