LOYALTY & MEMBERSHIP

FITNESS 4 LIFE HEALTH CLUB: An ambitious new club chain

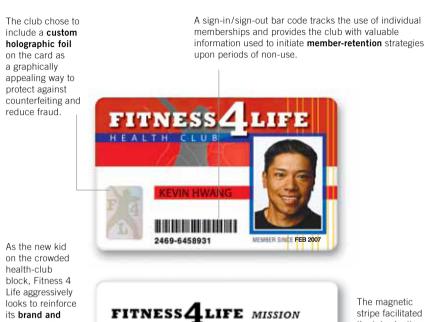
Kev Concerns:

mission with

existing members

and prospects.

attendance tracking, equipment access, fraud reduction, brand enhancement



Health is an everyday thing.

You'll feel better after you work out.

The magnetic stripe links to individual **member profiles** and provides positive reinforcement and encouragement to individuals

on the workout machines as they approach their fitness goals.

the introduction

of silver, gold

and platinum

membership levels which provide access to special sections of each facility.