

Contact: Jeremy Jacobs
Fitness Plus Equipment Services, Inc.
Phone: 636.379.1952
<http://www.Fitness-Plus.net>

108 Hamilton Industrial Ct.
Wentzville, MO 63385
Fax: 636.634.3699



Press Release

Local Business Thrives, continues to expand and leader is recognized as St. Louis Top Young Entrepreneur.

Fitness Plus finds the path to growth through turbulent economic times and expects continued growth ahead, while one of the business leaders is recognized by St. Louis Small Business Monthly.

Wentzville, MO, March 16, 2011: The April, 2011 issue of *St. Louis Small Business Monthly* features the recently relocated Wentzville, MO based company, Fitness Plus (FitnessRepairParts.com) and one of the leaders of the business, Jeremy Jacobs, as one of St. Louis' Top Young Entrepreneurs. The recognition comes partly because as the fastest growing company in Missouri (according to *Inc. Magazine*) the business has been expanding. On Monday, March 14th it completed its move to a new 20,000 square foot facility in Wentzville, MO. When Fitness Plus was founded in 1995 by retired US Navy veteran John Jacobs, its modest goals were to provide customers with unmatched quality, value, and integrity. Rapid growth and national recognition were not the objective, yet tenacious adherence to the core values has delivered these unexpected rewards. Only six years ago the company was operating out of a garage, but the fast pace of growth has necessitated several moves. The new company location should provide the room to expand and continue growing the company as well as become a contributing member of the Wentzville community in its new home.

John's son Jeremy joined the business full-time in 1999, working as a service technician and spending time in the evenings doing subcontracted work for area web development companies. In 2003, the pair decided that with the growing business and parts inventory, and Jeremy's knowledge of web development, they should start an ecommerce site to sell parts to the consumer. After 6+ months of heavy development, the site was launched in 2004, and immediately started to show potential. It didn't take long for Fitness Plus to outgrow the garage and basement, and they moved into 5000 sq. ft.

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in September of 2005. In August of 2009, they added another 3000 sq. ft. temporarily while they looked for a permanent location to move into.

Fitness Plus began as a St. Louis area independent service provider in the fitness industry, repairing exercise equipment at health clubs, hospitals, hotels, residential homes, and wherever else the equipment was located. With John at the helm, it quickly grew into one of the largest and most respected service providers in their area. With a laser focus on providing the highest quality service, Fitness Plus built a large inventory of parts so service technicians could arrive at a customer's location with parts in hand and be able to fix machines on the first service call, reducing customer down-time. Operating the business from his house at the time, it didn't take long for parts to fill John's garage first, and then his basement.

Through the addition of the ecommerce side of the business, Fitness Plus has continued to operate the local service side of the business, providing high quality service and repairs to equipment owners in the St. Louis area. Fitness Plus has grown because of the effective use of technology both internally and for the benefit of our customers. More importantly, they have been able to sustain the growth because of the strong work ethic embedded in the company culture and its focus on remaining debt free and highly efficient. "Good ideas initiated the growth, but without the commitment of our employees to see Fitness Plus become something special, we would have fallen on our face years ago," says Jeremy Jacobs. Employees are encouraged to operate at peak efficiency in every part of their work, tools such as healthy competition and a company profit sharing program based partly on the annual expense ratio help to accomplish this.

Fitness Plus Equipment Services, Inc. is a family business with a father and son team (John and Jeremy Jacobs respectively) leading it. Fitness Plus provides top quality on-site fitness equipment repair services in the St. Louis area and operates FitnessRepairParts.com, selling replacement parts for exercise equipment. For additional information contact Jeremy Jacobs at 636.379.1952 x 113