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Club Motivate opens in East Village

Workouts redefined in East Village's new Club Motivate

SAN DIEGO, CA, December 31, 2008 **/24-7PressRelease/** -- Huffing and puffing in a gym for an hour has just been decreased to four minutes at Club Motivate, a state-of-art facility that opened this week in downtown's East Village.

Club Motivate's 3,500 square foot space houses two distinct machines: the Reflex disc, a passive oscillating platform used in a 10 minute session, and the ROM, an intense aerobic machine used in a four minute workout. In addition, Club Motivate's Liquid Energy juice bar serves 25 raw, organic smoothies and shakes.

"Because our machines put your body in full ranges of motion that no other exercise programs can, you can get the same results as a 60 minute aerobic workout within minutes by using our machines," explains Mark Simmons, owner of Club Motivate who has used ROM and Reflex discs for years. "It's a big change in thinking for most people, who have been taught for a lifetime that exercise has to be in long, draining sessions."

The ROM and Reflex discs have been used by physical therapists, NASA, The Russian Space Agency, celebrities, and professional athletes for over forty years.

"We're thrilled to be one of the first places on the West Coast to bring this type of technology to the public," adds Simmons.

Club Motivate is open daily: Monday-Friday from 7am to 8pm; Saturday 7am to 4pm; Sunday from 8am to noon.

About Club Motivate

Challenge the assumption that a workout should consume a lot of time. At Club Motivate, centrally located in San Diego's dynamic East Village, workouts reshape lives in just a few minutes. Club Motivate's principles behind its two distinct machines are simple: Put every major muscle group through its full range of motion to activate more muscle cells than traditional exercise programs do. As a result, total muscle aerobic capacity increases exponentially, workouts gain efficiency, and exercise durations shorten significantly. Ten minutes on the painless, impact-free Reflex Disk detoxifies and tones bodies of all sizes on an oscillating platform while four minutes on the ROM machine aerobically works multiple upper and lower body muscle groups. Expert staff train and precisely monitor Club Motivate members within the 3,500 light-filled facility, adjoined by Club Motivate's raw juice bar that serves 25 organic smoothies and shakes.

CLUB MOTIVATE - GIVE US A FEW MINUTES.

Club Motivate is located at 1060 J Street in the East Village. To learn more about Club Motivate, visit www.clubmotivate.com or call 619-550-1240