



**FITNESS INDUSTRY VISIONARY RICK CARO APPOINTED TO  
PARISI SPEED SCHOOL'S BOARD OF DIRECTORS**

*Entrepreneur Magazine Also Adds Parisi To "Top New Franchise" List*

(March 16, 2009 - FAIR LAWN, NJ) – Parisi Franchise Systems, the leading franchisor of best in class youth fitness and sports performance programming under its Parisi Speed School brand, has announced the appointment of health and fitness visionary Richard "Rick" M. Caro, Jr. to its Board of Directors effective April 1, 2009. As a member of the Parisi Board, Caro will provide counsel to Parisi's leadership team leveraging his extensive industry background in all areas of club operations and corporate strategy.

"We are truly honored to have Rick Caro join our Board of Directors," said Bill Parisi, Founder & CEO of Parisi Speed School. "Rick brings unmatched experience in working with our target audience of healthclubs at strategic levels throughout the industry. And he has seen firsthand the success that our proven systems have achieved in helping our Parisi franchisee partners to both penetrate the youth fitness market and expand their family membership base."

Caro is widely recognized as one of the health and fitness industry's most respected and renowned strategists and thought-leaders. He is currently the Founder and President of Management Vision, Inc., a leading industry consulting firm that has provided strategic consulting services for over 1,900 clubs over the last 10 years alone. Caro was previously the Founder, Past President and Director of IHRSA (International Health, Racquet and Sportsclub Association), which currently represents over 9,000 clubs in 78 countries. With over three decades of distinguished industry experience, he has been the recipient of numerous industry honors including Lifetime Achievement Awards, Person of the Year and many other Distinguished Service Awards. Caro is a frequent writer for several leading trade publications and is author of the book, *Financial Management*, written as a resource for club owners. Caro earned a BS degree in Psychology from Tufts University and an MBA with distinction from New York University.

Caro said that he accepted Parisi's Board invitation because the company was truly following through on its core mission of *Empowering America's Youth*. "With more than one-third of all children in the U.S. currently classified as overweight, I am honored to join the Parisi team in their pursuit of attacking this crisis through their industry leading youth fitness and wellness programming," said Caro. "Parisi has already positively impacted over 100,000 youth clients through its network of over 40 Parisi Speed School franchise locations and I am confident that our new alliance will fuel additional growth."

In addition to the Caro appointment, the company also announced that Entrepreneur Magazine recently named Parisi Speed School to its recommended list of "Top New Franchises for 2009".

## ABOUT PARISI SPEED SCHOOL

Founded by Bill Parisi in 1992, Parisi Speed School's mission is to Empower America's Youth through best in class speed and performance training programs. With over 40 franchise locations across the United States, Parisi provides its partners with proven systems to both penetrate the youth fitness market and enhance family membership sales. The company has trained well over 100,000 athletes ranging from beginner levels to world class professionals in all sports. Parisi Speed School has been featured by media outlets such as ESPN, Fox Sports Net, NFL Network, NBC, The New York Times, Sporting News and Sports Illustrated.

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### *Media Note:*

*Bill Parisi & Rick Caro will be featured participants at the INTERNATIONAL HEALTH RACQUET & SPORTS CLUB (IHRSA) CONFERENCE being held in San Francisco, CA from March 16-19, 2009. The event attracts over 10,000 fitness professionals from around the world.*