

## **Motionsoft® Acquires Conexion, Increases Innovative Service Offerings**

“Combined company positioned to help club owners increase overall revenues and shape improved member acquisition and retention strategies.”

Silver Spring, MD (July 9, 2009) — MOTIONSOFT®, a provider of club management solutions to the health and wellness industry, today announced their acquisition of Conexion and Conexion Tan, companies that specialize in club management software, accounts receivables and financial services programs for the health and wellness industry and financial services programs for the tanning industry, respectively.

The acquisition further strengthens Motionsoft®'s position as the market leading software provider to the health and wellness industry, and it more than doubles its annual operating revenues while expanding its client base to over 1500 health and fitness clubs, hospital and corporate wellness centers, university based facilities, and tanning salons worldwide. The combination of Motionsoft® and Conexion unites two of the industry's most pioneering companies, each with proven records of successfully delivering innovative technologies to their clients and influencing competitive club management solutions within their market niche.

“The combination of Motionsoft® and Conexion provides us greater access to industry know-how and capital funds which, in turn, solidifies our promise to deliver premium club management solutions—from software, financial services, and beyond,” says Al Noshirvani, Motionsoft®'s CEO. “Clients will continue to find Motionsoft® an organization that develops tailored solutions able to meet specific client requirements allowing for greater flexibility and control of their businesses,” he says.

“Like Conexion, Motionsoft has served the health and wellness industry for over 25 years,” says Benson Fine, Conexion's CEO. “Our companies are synergistic. Our management teams, products and services offerings, and commitment to excellent service make this pairing particularly advantageous to our clients and the entire industry.”

Gradual adaptation to the new structure will ensure a smooth transition for both parties, their clients, partners and vendors. The Conexion accounts receivables programs and the Conexion software will become the flagship products of Motionsoft®, and will continue to be enhanced and supported. All Conexion employees have been asked to stay; the coupling of the two organizations eliminated the need for any staff reductions.

The management team of the combined organization includes senior managers and executives from both companies. Al Noshirvani will continue to serve as Motionsoft®'s CEO, while Benson Fine will assume the position of Motionsoft®'s Chairman of the Board. The combined companies will market under the Motionsoft® brand.

Pete Moore, Principal and Head of the Active Lifestyle & Wellness group at Sagent Advisors Inc., an investment bank with offices in New York, Chicago, Charlotte and San Francisco, remarked, “As the health club industry matures and clubs focus on servicing and better understanding their membership base, it is no surprise that billing and software companies will need to take the lead in launching new technologies and easy-to-use applications. I believe the MotionSoft acquisition of Conexion is a positive strategic move that should set off a string of further acquisitions and partnerships in our technology sector. Consolidation, inevitably, will create more powerful players who will be capable of providing the resources, capital and innovation to advance our industry. Bottom line, enhanced technologies will lead to our collective success, and larger software providers will make this happen more quickly.”