



**BILL PARISI TO BE FEATURED SPEAKER FOR ANNUAL
INTERNATIONAL HEALTH RACQUET & SPORTS CLUB (IHRSA) CONFERENCE**
Focus will be Youth Sports Performance Training & Health Club Revenue Generation

(JANUARY 26, 2009 - FAIR LAWN, NJ) – Bill Parisi, Founder of Parisi Speed School, the nation's leader in youth speed and sports performance training, will be a featured speaker at the INTERNATIONAL HEALTH RACQUET & SPORTS CLUB (IHRSA) CONFERENCE being held on March 16-19, 2009 in San Francisco, CA. The event attracts an international audience of over 10,000 fitness professionals over three days.

Parisi's Presentation will focus on the following:

Youth Performance Training Made Easy: How to Capitalize from Youth Memberships

Date/Time: Thursday, March 19, 2009
9:00 AM - 10:30 AM

- Attracting the Youth Market and Their Parents to Clubs; Selling Additional Memberships
- Generating Youth Revenue Outside of Facilities; Organizing Team Performance Camps
- Publicizing Youth Programs Without A Big Budget
- Finding & Hiring Sports Performance Trainers
- Maximizing Group Exercise Rooms for Youth Performance Training

"It is an honor to be selected as a featured speaker for IHRSA's International Conference," said Bill Parisi, founder of Parisi Speed School. "As the leader in youth fitness programming, my presentation will be focused on providing guidance to individuals and companies interested in penetrating the youth fitness and sports performance market."

According to the Wall Street Journal, the youth fitness market is still a four billion dollar industry and is poised to become the highest grossing segment of the entire wellness marketplace over the next five years. Currently, there are more than 44 million children between the ages of 7 and 17 that participate in competitive athletics, according to the National Sporting Goods Association (NSGA).

To take advantage of this market opportunity, Parisi Speed School recently designed and launched a new membership model as a program similar to a traditional health club membership. As Parisi members, athletes can train for an unlimited number of Signature Parisi Speed & Performance Classes each month for just \$89.

"In launching our new membership model, we removed a cost barrier and expanded access to our industry leading youth speed and sports performance programming," said Bill Parisi, Founder of Parisi Speed School. "This new model will provide significant momentum regarding our mission of empowering America's youth to become more athletic and self-confident."

ABOUT IHRSA

The International Health, Racquet & Sportsclub Association (IHRSA) is a not-for-profit trade association representing health and fitness facilities, gyms, spas, sports clubs, and suppliers worldwide. The association's membership includes over 9,100 clubs in 78 countries, along with over 730 industry suppliers.

For Additional Information on the Show please see <http://cms.ihrsa.org/index.cfm?>

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ABOUT PARISI SPEED SCHOOL

Founded by Bill Parisi in 1992, Parisi Speed School's mission is to Empower America's Youth through speed training programs focused on improving speed, strength, running technique, flexibility, endurance and most important, self confidence. The company currently has 40 franchise locations sold across the United States and has trained over 100,000 athletes ranging from recreational youths to Olympic Gold/Silver medalists and professionals in the NFL, MLB, NBA and Mixed Martial Arts (MMA). As the premier NFL Combine training program, Parisi Speed School has produced over 115 NFL draft picks and has also worked as speed consultants for the NY Giants, Jets, Cincinnati Bengals and New England Patriots. 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.

For more information, visit www.parisischool.com

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