

Anytime Fitness Vintage Hills, Pleasanton

Mission

The purpose of Full Circle Ventures, LLC dba Anytime Fitness is to provide a quality studio for pleasurable, meaningful fitness activities for people of all backgrounds. We will focus on a clean, upscale environment, customer safety, and facility availability. Our commitment to quality fitness can be realized through customer satisfaction, employee enrichment, and investor returns. We can only realize this mission through the franchise of **Anytime Fitness**.

Vision

Our vision is to be the recognized leader in fitness studios for the Tri-Valley, California area with the interest of expanding to multiple locations. Our vision can only be realized by providing our customers with

1. a clean and upscale fitness environment
2. comfortable setting during workouts
3. available facilities and equipment
4. personal training by certified professionals
5. general quality customer service

The founders understood that fitness consumers were looking for convenience and affordability. Yet, they were not willing to accept substandard equipment or lackluster environments. This knowledge led to the development of a 24-hour, co-ed fitness franchise. At Anytime Fitness clubs, members can exercise even when the club is not staffed. Plus, Anytime Fitness offers the exclusive benefit of **Anywhere Club Access**, which allows members to use all Anytime Fitness clubs worldwide with one standard membership. Many clubs also offer 24-hour tanning and certified personal training as conveniences for their members. Clubs sizes are small (3,500 to 5,000 square feet) to ensure an intimate, non-crowded fitness experience.

Where Anytime Fitness really stands out from the crowd is in their use of proprietary access software, security and surveillance technology. The integration of these systems allows owners to operate **safe and secure** clubs with greatly reduced staffing needs. The exclusive Anytime Fitness access system allows a club to be open on a 24-hour basis. This system, which includes remote monitoring of a closed circuit television system and personal safety devices, allows members to feel safe and secure, even when a club is not staffed. In addition, the member check-in software is fully integrated with the onsite security systems.

How does a seven-year old company catapult to the front of its class?

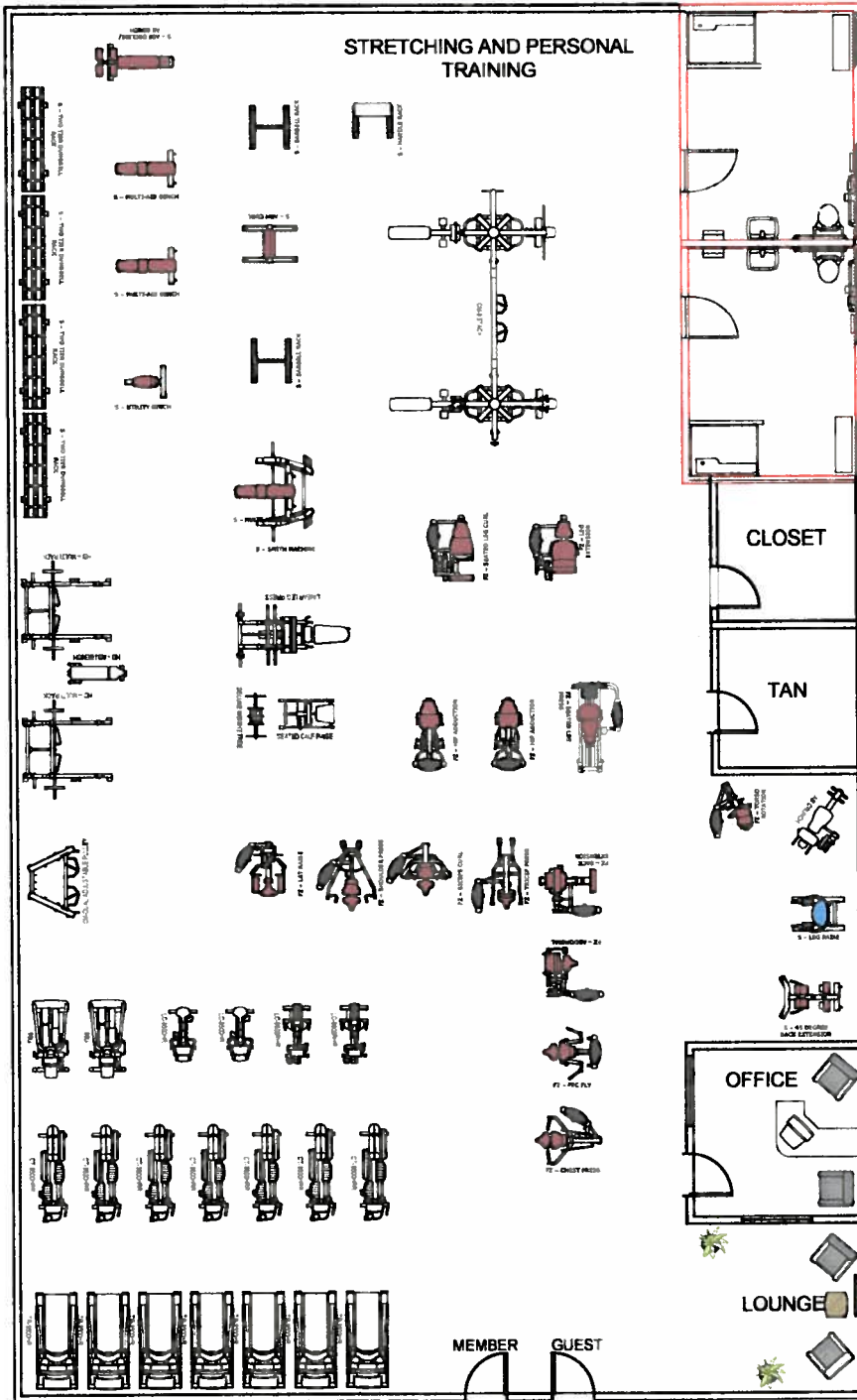
For Anytime Fitness, it's about the basics. They offer a proven business model to passionate entrepreneurs. Then, they offer unwavering franchisee support during all phases of club development and ongoing operations. Plus, they continually evaluate the tools and information provided to their franchisees. When a new idea or better option comes along, it can be implemented on a franchise-wide basis.

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JUL 16 2010
CITY OF PLEASANTON
PLANNING DIVISION

EXHIBIT B

P. 277

ANYTIME FITNESS Prospective - Boreman



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REVISIONS	BY	DATE	DESCRIPTION

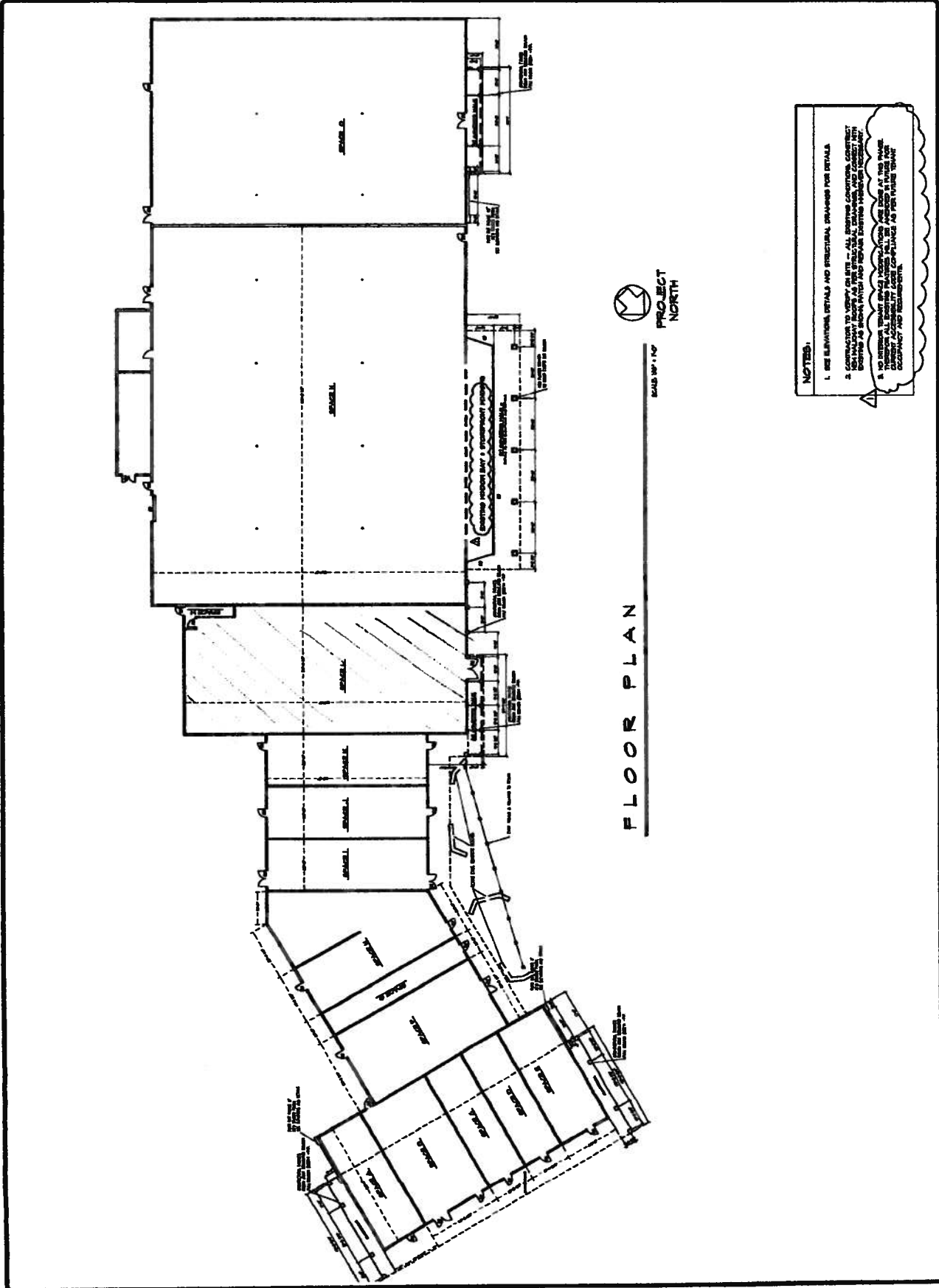
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VINTAGE HILLS SHOPPING CENTER
 REMODEL AND RENOVATION
 SANG & YOON SM
 22 SEA CLIFF AVENUE, SAN FRANCISCO 94121
 PLEASANTON, CA 94566

PROJECT	
DATE	
SCALE	
AS NOTED	
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PROJECT
 NORTH

FLOOR PLAN

NOTES:

- SEE ELEVATION DETAILS AND STRUCTURAL DRAWINGS FOR DETAILS.
- CONTRACTOR TO VERIFY ON SITE - ALL EXISTING CONDITIONS, CONTRACT DOCUMENTS AND PERMITS. VERIFY ALL EXISTING CONDITIONS AND PERMITS. VERIFY ALL EXISTING CONDITIONS AND PERMITS.
- NO EXISTING FOUNDATIONS ARE SHOWN AT THIS SCALE. EXISTING FOUNDATIONS ARE SHOWN AT THIS SCALE. EXISTING FOUNDATIONS ARE SHOWN AT THIS SCALE.