



THE DUMBBELL MAN FITNESS EQUIPMENT

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FOR IMMEDIATE RELEASE

THE DUMBBELL MAN'S PRESENCE EXPANDS AT BOCA RATON

OCTOBER 20, 2007 – LAS VEGAS, NEVADA, USA – Today marks the grand opening of Boca Raton Luxury Condominium's first residential tower Fitness Room. The Dumbbell Man (TDM) oversaw all design and development particulars specific to this custom second-floor amenity. Jerry Peterson, President and CEO, commented: "The Dumbbell Man defines the term over-deliver. The attention to our every need through the planning and execution phases has been absolutely incredible."

Boca Raton Luxury Condominiums is located on the Las Vegas South Strip. The project will ultimately consist of four seven-story residential towers, totaling 756 units. Each of the residential buildings will house its own fitness room, and there is an additional existing TDM-powered exercise amenity within the elegantly appointed 10,000-square-foot clubhouse. Boca Raton also offers two private resort-style pools (one featuring a sand beach), multiple world-class spas, gazebos, outdoor fireplaces, barbeque facilities, and walking trails. Complete build-out is scheduled for 2009.

The Dumbbell Man is a leading provider of commercial exercise equipment in California and Nevada. Understanding the diverse needs of customers has led to successful business relationships for over 20 years. For more information, please visit the company's web site at www.dumbbellman.com.

Boca Raton
LUXURY CONDOMINIUMS
SOUTH STRIP

