

THE DUMBELL MAN FITNESS EQUIPMENT

Contact: Michael Garvey, President 655 Hawaii Ave., Torrance, CA 90503 Ph: (310) 381-2900 | Fax: (310) 381-2906

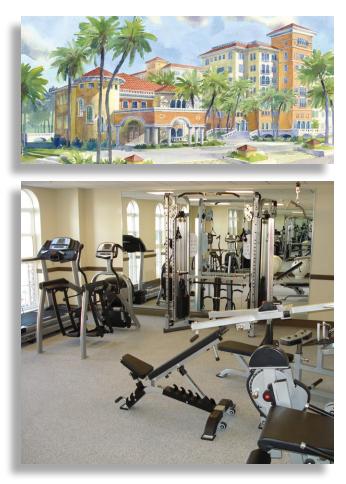
FOR IMMEDIATE RELEASE

THE DUMBELL 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 Dumbell Man (TDM) oversaw all design and development particulars specific to this custom second-floor amenity. Jerry Peterson, President and CEO, commented: "The Dumbell Man defines the term overdeliver. 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 resortstyle 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.

LUXURY CONDOMINIUMS SOUTH STRIP



The Dumbell 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 <u>www.dumbellman.com</u>.