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**STEEL GYM NYC KICKS OFF 4th ANNIVERSARY
WITH 2nd LOCATION IN FIRE ISLAND PINES, PARTNERS WITH FIP VENTURES**

April 15, 2010 (NEW YORK, NY) – Just in time for summer vacationers, award-winning Steel Gym New York City, Manhattan's only 24-hour fitness center, today signed a joint operating agreement with FIP Ventures LLC, located in the Fire Island Pines.

FIP Ventures owns the Pavilion nightclub, Fresh Market grocery store, Hotel Ciel (formerly the Botel Pines and Dunes Yacht Club), the Blue Whale restaurant and Bay Bar Café, Bamboo Florist and Index men's clothier.

"What better way to begin our 4th year in business?" commented Steel Gym owner Ken Hunt. "The FIP Ventures principals were seeking out a partner to bring their gym to the next level, and I'm honored they selected Steel."

Hunt continued, "Thousands of travelers flock to Fire Island each season. Giving these folks, plus Fire Island residents, an awesome place to get and stay fit just makes sense. Steel Gym NYC is synonymous with top customer service and equipment; a reputation we'll continue to earn at our second address."

Steel Gym intends to run the newly-renovated DECK pool and gym in concert with current management for the 2010 season, with several membership packages available (daily, 3-day, weekly, monthly, seasonal and annual). A highlight on the summer calendar will be the "Pre-Tea Pump;" an opportunity to work out just before The Pines' established 5pm Tea.

FIP Ventures LLC is comprised of Matthew Blesso, investor, real estate developer and president of Blesso Properties, New York; Andrew Kirtzman, journalist, author and owner of the Madison Fire Island Pines guesthouse; and Seth Weissman, managing partner of real estate investment firm Weissman Equities, New York.

Ken Hunt and partner John Cassese are the proprietors of Steel Gym NYC, an independent, gay-owned gymnasium, open 24/7 in the heart of Chelsea. Named "one of the top six gyms in the USA" by Muscle & Fitness magazine, Steel is a 10,000-square-foot, 2-floor facility featuring strength training equipment, aerobic machines and free weights. Year after year, the American Fitness Institute has ranked Steel Gym the #1 Fitness Center in New York City, with perfect "10" ratings across the board for Cleanliness, Cost, Equipment and Service. AFI-certified personal trainer Ken Hunt regularly contributes health/nutrition-related articles to local publications, and has been interviewed by regional and national media. Mr. Hunt and Mr. Cassese also donate exhaustive amounts of time and money to non-profits such as Gay Men's Health Crisis, GLAAD, Sylvia's House, The Trevor Project and Breast Cancer Foundation.

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