

FOR IMMEDIATE RELEASE

April 4, 2007

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10 Years in Rocky Hill and counting...

Carolyn Phillips, founder of Fit Behavior of Rocky Hill, (formerly The Body Firm), proudly announces her 10 year anniversary in May 2007. "Owning your own business requires a huge investment of time, money, energy and emotion. Motivation and creativity can suffer, and a pessimistic attitude prevails if no strategic plan is in place to overcome the ups and downs of a long term small business" states Carolyn in her reflections of building and maintaining a business. The Small business administration states that most small businesses fail in the first five years. David Birch, former head of a research firm specializing in studying small business data, called the "I Had No Idea" syndrome. Would-be entrepreneurs don't realize what's truly involved with running a business. Carolyn seems to have found a winning formula.

Fit Behavior not only continues to survive in the complex and competitive service field of fitness, Carolyn recently opened a second location in Avon CT and has plans for future expansion. Carolyn states "the business model is finally complete and shows great signs of being an operation that can be successful in multiple locations." At Fit Behavior, we personalize each program to the individual. We offer strength, flexibility, balance, Pilates, weight loss programs and small group classes. "We offer a different mix of programming at Fit Behavior that makes us unique and attracts our clients" states Carolyn. All programs are personalized, not the typical one plan fits all. Each person has their own fitness or weight loss coach. Fit Behavior is one stop shopping for all your lifestyle needs.

The Body Firm has won many awards such as; *The Hartford Advocate* readers poll, #1 nutrition program, #1 cardiovascular classes, and *Hartford Business Journal* 40 Under Forty leaders award. Carolyn Phillips is a weekly fitness guest expert on the radio show Mary Jones 1360 radio.

Fit Behavior is located at 2139 Silas Deane Highway, Rocky Hill, CT. Call Carolyn Phillips at (860) 529- 9867 for more information.