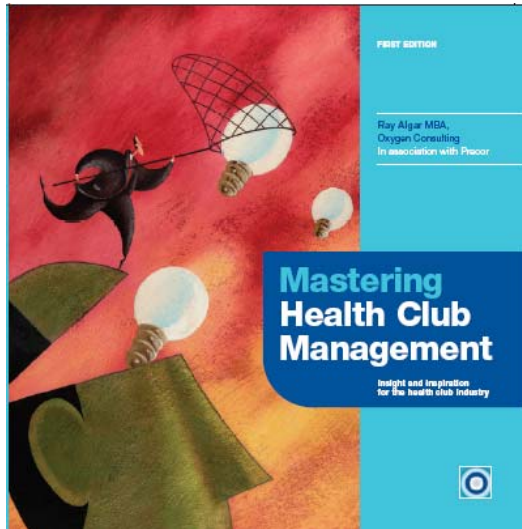




## Press Release

October 2006

### Industry Secrets of Health Club Management Revealed in New Book



Oxygen Consulting (<http://www.oxygen-consulting.co.uk>), a Brighton based management consultancy, publishes a new book on 1st October, 2006 for individuals wishing to master the complexities of operating a sports or leisure club.

The book, titled 'Mastering Health Club Management', is a collaboration between 13 industry specialists and is written in an action-oriented style. Sponsored by Precor (<http://www.precor.com>), part of international sports equipment company Amer Sports, areas covered include industry-specific branding, team building/leading, crisis management, marketing strategy and customer/client liaison.

Ray Algar, managing director of Oxygen Consulting, comments: "Some club managers are now operating £10 million clubs with 120 staff. However, there remain very few published books to support managers in developing a rewarding club experience for members. For this book to have real credibility, we knew that it needed to have the input of more than one author and a recognised sponsor such as Precor."

Ray adds: "With Precor's support, we are able to sell this book for just £25, making it affordable for students seeking critical insight into the fast growing health club industry."

A free sample chapter from 'Mastering Health Club Management' will be available as a download from <http://www.oxygen-consulting.co.uk/publishing.php> from 1 October, 2006. Details on ordering the book can also be found on the website.

#### Notes for editors

Oxygen Consulting is based in Brighton, Sussex and was established in 2004 by Ray Algar and Lloyd Smith, both of whom have professional backgrounds in the leisure industry.

The company provides strategic management, marketing and communications consultancy services to organisations connected to the global leisure industry. The company's business competencies include entrepreneurship, the rapid gathering of market intelligence, adding significant value to market intelligence and a communications expertise to develop dramatic results.

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For further information and jpeg images, please contact:

#### Ray Algar, Managing Director

Tel: +44 (0) 1273 885 998

Fax: +44 (0) 870 460 4988

Email: [insight@oxygen-consulting.co.uk](mailto:insight@oxygen-consulting.co.uk)  
<http://www.oxygen-consulting.co.uk>