

ZELENTA ENTERPRISES, INC. ACQUIRES GODDESS FIT

JUNE 16, 2008, Austin, Texas. Zelente Enterprises, Inc., home of Zelente Fitness, a provider of in-home and studio personal training services, announces the acquisition of Goddess Fit, which also provides personal training services for women in a private studio setting located in north-central Austin.

Goddess Fit founder Connie Barron has established an excellent reputation for her approach to personal training, resulting in the studio being referred to in local media as “the best chick studio in Austin”. Connie will remain with Goddess Fit for an extended period of time.

Shari Overstreet, Zelente Enterprises, Inc.’s CEO, commented on the acquisition saying, “The client base and training philosophy of Goddess Fit is complimentary to that of Zelente’s, so we believe this acquisition has a lot of positive synergy. We are very excited about working with Connie, her team and clients, and plan to continue the wonderful atmosphere and approach she’s established at Goddess Fit”.

Zelente Fitness and Goddess Fit will operate as independent divisions. Zelente Enterprises, Inc. also has a division that sells UV protective clothing and accessories, spFashions.com. Please contact Carole Yeong, Public Relations, Zelente Enterprises, Inc. at (512) 327-5859, or cyeong@zelente.com for further information.

www.zelentefitness.com

www.spFashions.com

www.GoddessFit.com

