



June 13, 2007

5280 Magazine
Remy Stone Spreeuw
1514 Curtis St., Ste. 300
Denver, CO 80202

Dear Remy:

Thank you for your time and attention yesterday to discuss our challenges and options. After much consideration, we regret to inform you that due to the perception that our branding messaging is inappropriate and must be modified before it is accepted into the publication, we will not be placing additional ads in 5280 Magazine.

For people that truly desire to be healthy, feel sexy and look sexy, Anti-Gym provides an alternative to ineffective health clubs. Our message needs to act as a filter to those that will not fully commit to improving their health. And while we are aware that our marketing style is provocative, we are confident that it is not done in such a way to offend or alienate your audience.

However, we do understand that you feel differently, that our branding message does not complement your demographics. So as you are unwilling to compromise your loyal readers, we are simply unwilling to compromise the image we have worked so diligently to build for Anti-Gym in any way, only to assimilate to the institutions we firmly stand against. Therefore, please consider this a termination of our contract with 5280 Magazine.

Respectfully,



Michael Karolchyk
Anti-Gym