

Define is the nation's first Lifestyle Enhancement Club. To classify Define as a gym, fitness center or country club is to sell it short! It's a uniquely interactive, urban space that provides members with an overall life-enhancing experience – from the inside out. Unlike a traditional gym, Define aims to be the “best part of your day, every day” by taking a cathartic approach to “fitness” making it not just physical, but emotional, spiritual and psychological as well. Define's unique 4,000 sq. ft. space provides every member with life tools that help reach goals and achieve success, no matter the situation or circumstance. Whether that be a stress-relieving, 15-minute hiatus from the world, a friendly smile, a cup of coffee, a motivational pick-me-up, a business-building seminar or a 30-minute fat-melting, heart-pumping workout, Define's staff of professional coaches can – and will – help.



Define will intimately service no more than 400 members at any given time. This club is not for everyone. Joining Define is a commitment on three levels:

1. **To Yourself** – to challenge yourself, to grow and breakthrough terror barriers, to become aware of your subconscious beliefs and take responsibility for your current personal state of affairs, to become *comfortable* with being *uncomfortable* and to embrace your spirit's expression and expansion;
2. **To Define members** – to always remain open to new ideas and people, to embrace others' desire for growth and change, to support one and others' business and personal lives and to allow other members to tap into and receive your positive energy;
3. **To Define** – to hold the vision of this community above all, to protect the positive-rich environment for everyone to enjoy, to adhere to all policies to protect the enjoyment of all and to encourage members to make this the “Best Part of Your Day, Everyday!”©

FACT SHEET

LOCATION

222 Park Blvd. (at 11th Avenue)
San Diego, CA 92101

WEB SITE

<http://www.definesd.com>

CONTACT

(619) 704-0257 – club
(888) 429-2702 – toll free
info@definesd.com

KEY PERSONNEL

Chris J. Snook – Co-Founder/CEO
Steve Froehlich – Co-Founder/COO & GM
Brianne Snook – Partner/Marketing
Brenda Collins – VP of LifeSuccess Coaching
Anthony Allen – Lead Fitness Coach

CLUB HOURS

Monday - Friday: 7am - 8pm PST
Saturday: 8am -3pm PST
Sunday: Closed

CLUB SIZE | CAPACITY

4,000+ sq. ft. | Memberships – 400 (max.)

CLUB LAYOUT | AMENITIES

Evolve (high-tech multi-purpose room)
Gateway (welcome area/front desk)
Gravity (semi-private training rooms)
Interval (cardio area)
Nourish (juice/coffee bar & mini café)
Purify (men's/women's locker rooms)
Study (in-house retail store)
Terrace (WiFi equipped outdoor social area)
Unwind (de-stress lounge with massage chairs)

MEMBERSHIP

In order to be a member of **Define** and utilize all the club's amenities, each member will have to experience one or both of Define's coaching solutions. This allows all members to become forward moving, act in accordance with their spirit and experience the same journey that every other member will receive on their path of personal development. Define offers three unique membership programs:

Interval-Cardio-Boot Camp Membership - \$149 per month (3-month renewable contract)

Are you tired of running on a treadmill or banging weights? Do you long to workout outdoors and try something new and challenging? All levels of fitness can complete these trainings, and everyone will be challenged to do so. Imagine if you were able to push yourself and improve your cardiovascular fitness 1% every time you worked out? Can you imagine where you would be in three months, let alone one year? We're here to make sure you do and this is the easiest way to join the club. Your Interval Cardio / Boot Camp membership includes:

- 3 one-hour trainings per week
- Tuesdays: one-hour Indoor Training with Lead Gravity fitness Coach Anthony Allen.
- Thursdays: one-hour outdoor Cardio Training with Gravity fitness Coach Anthony Allen.
- Saturday: one-hour Boot Camp style workouts with owner Chris J. Snook.

Gravity Fitness Coaching Membership - \$399/month (3-month renewable contract)

For the member who loves, wants or needs to exercise. Gravity Fitness members desire accountability for their workouts, demand efficient use of their time and crave the physical changes necessary to live life easier. Gravity membership includes:

- A locked in timeslot, for 28 minutes, 3 days-per-week, of semi-private (4-on-1) sessions with a certified Gravity Coach
- Customized Visual Fitness Planner Assessment
- Gravity® towel
- Define fitted hat
- 10-week Mastermind with Chris J. Snook to "fast track" the mind/body connection and achieve breakthrough results in record time!
- Daily access to Define current (and future) main club amenities including: Urban Recess, Interval, Unwind, Nourish, Terrace and Purify on a daily basis.
- Special Saturday Fitness Bootcamp classes with Chris J. Snook and/or special guest

MEMBERSHIP CONTINUED

LifeSuccess Year-Long Coaching Membership - \$999 enrollment fee + \$649 per month (Application required – Accepted members commit to 12-month program)

LifeSuccess Coaching Members require and demand a more in-depth personal growth study, beyond the physical, as a means to improve their personal, business and/or one of the other five areas of human potential (Financial, Relational, Vocational, Intellectual or Spiritual.) Prospective members **must apply for acceptance** in LifeSuccess Coaching (not everyone will be ready for a year-long commitment to growth – the application serves as a screening process to determine those who are.) The LifeSuccess Membership process begins with a downloadable application and \$50 application fee (*if accepted, the application fee will be applied to the \$999 enrollment fee.*) If an applicant is not accepted immediately, they will be enrolled in a 10-week Mastermind course and re-evaluated for a future coaching group upon completion of the course. Once accepted, LifeSuccess Membership includes:

- Weekly teaching calls with Chris J. Snook and a dedicated LifeSuccess Consultant
- Bi-weekly open forum calls for questions and accountability
- Weekly coaching emails with Brenda Collins
- A signed copy of *Wealth Matters: Abundance is Your Birthright*, by Chris J. Snook
- Hand-selected accountability partners
- Comprehensive personality assessment
- V.I.P. access to all seminars hosted by Define
- Access to Networking and Mastermind events throughout the year
- Bonus coaching materials throughout the year
- Access to the Define Business Lounge and limited use of Evolve & other virtual office amenities
- Daily access to Define current (and future) main club amenities including: Urban Recess, Interval, Unwind, Nourish, Terrace and Purify.
- Special Saturday Fitness Bootcamp classes with Chris J. Snook and/or special guest

Define Lifestyle Membership - \$999 enrollment fee + \$1,049 per month

(Limited availability – Application required – Accepted members commit to 12-month program)

Define Lifestyle Members will have the most inclusive, comprehensive and “success-exploding” system and environment available in the market today. An exclusive, limited-space membership that truly “defines” Lifestyle Enhancement by combining the club’s LifeSuccess & Gravity Fitness Coaching programs into one elite membership level. Lifestyle Membership includes:

- All components of the Gravity Fitness Coaching membership
- All components of the LifeSuccess Coaching membership
- Special use of Evolve for **four hours/month** (private events, mixers, conferences)
- Access to the LifeSuccess Executive Boardroom for **four hours/month** (meetings, seminars)
- Special gifts and exclusive V.I.P. networking events throughout the year
- Special Saturday Fitness Bootcamp classes with Chris J. Snook and/or special guest

DEFINE – NATION'S FIRST LIFESTYLE ENHANCEMENT CLUB OPENS IN SAN DIEGO

New State-of-the-Art Urban Country Club in East Village Helps San Diegans Answer the Question "What Defines You?"

SAN DIEGO – In today's fast-paced urban environments, everyone's idea of personal and professional success is different. Health, social status, wealth, a strong familial structure and general well-being are just a few of the factors contributing to one's personal happiness and growth. **Define** is Downtown's first Lifestyle Enhancement facility that focuses on helping members systematically improve those factors of human potential and balance the human needs in each area by offering *personalized* and *efficient* **fitness coaching, business coaching** and **social networking opportunities** all under one roof. With the first phase of construction completed that includes its unparalleled **Gravity Fitness Lounge**, Define is already working with a select group of qualified members, reinforcing their motto to be *"the best part of your day, every day."*

With the second phase construction, scheduled for completion in late 2007, Define will take the neighborhood gym to a whole new level. This modern, industrial, urban "country club-style" facility will provide fitness, business and overall life enhancement tools all in one socially interactive environment...without the need for a golf course. Lifestyle Enhancement is more than weight, reps, cardio and bulging biceps, it's about creating the best you – physically, emotionally, professionally, relationally and spiritually – from the inside out. Define is the one place where those seeking something more than just "physical" fitness are surrounded by other high-achieving individuals who also place a high value on their time and want the most out of life.

Define's unique 4,300 square foot platform offers activity options ranging from luxury massage chairs, a high-tech conference room facility, complimentary WiFi access and nutritious gourmet café offerings to top-of-the-line cardio machines, high-end branded fitness gear and accessories, and private or semi-private group workout sessions with trained experts, or Coaches, who help guide an individual's success on every level.

"Define is the only space for upwardly mobile adults living and working downtown who want a place outside of their condo or office building where everybody knows their name, and that allows their life and circle of influence to continually expand," says Chris J. Snook, fitness expert, best-selling author, motivational speaker and co-founder of Define Lifestyle Enhancement Club. "Whether someone needs a stress-relieving, 15-minute hiatus from the world, a friendly smile, a cup of coffee, a motivational pick-me-up, a business-building seminar or a 30-minute fat-melting, heart-pumping workout, our staff of professionals are here to help."

Define's fluid, customized layout is separated into 10 distinct areas:

- **Evolve** (high-tech seminar/conference/multi-purpose room)
- **Gateway** (welcome area/front desk)
- **Gravity** (semi-private training rooms)
- **Interval** (cardio area)
- **Nourish** (juice/coffee bar & mini café)
- **Purify** (men's/women's locker rooms)
- **Study** (in-house retail store)
- **Terrace** (WiFi equipped outdoor social area)
- **Unwind** (de-stress lounge with massage chairs)

The final area is Define's core and signature: **Urban Recess** is a 28-minute, full-body functional fitness routine anchored by efi Sports Medicine's® Total Gym PowerTower units that spans the main floor of the club. **Urban Recess** uses a series of timed interval exercises on monkey bars, BOSU balance trainers and the PowerTowers, along with other training devices, to provide a complete total body workout in just under half an hour. Flat screen televisions mounted over each station demonstrate the movement of the week, along with modifications to increase or decrease intensity, as guests move from station to station following the directions on the display for each interval until the workout is complete.

Exclusive to Define's **Urban Recess**, the PowerTower is efi Sports Medicine's state-of-the-art fitness tool that utilizes the user's own body weight on an incline as resistance to encourage functional exercise. By engaging all major muscle groups, the PowerTower allows for over 200 strength, flexibility and Pilates exercises. With the press of a switch, the PowerTower allows for an increase or decrease of the resistance level *during* an exercise in progress. With virtually unlimited incremental adjustments from 3 to 72 percent of body weight, efi's PowerTower is universal to all fitness levels.

Define is the brainchild of Snook, his wife, Brianne, and longtime friend Steve Froehlich. Snook, a 10-year veteran of the fitness industry, is a sought-after fitness expert, life coach, keynote speaker and seminar leader who spent the last six years as an investor and partner of Life Success, a global lifestyle enhancement and personal development firm that specializes in mindset education, strategic issues and implementing go-to-market strategies for individuals, companies and organizations. He co-authored the best-selling book, **"Personal Trainer's Burnout: How to Transform Frustration to Fortune"** and, along with Brianne, has been published in *Health & Beauty Magazine*, *San Diego Business Journal*, *Ranch & Coast Magazine* and *Women's Tri-Fitness Magazine*, among others. Snook's latest book for Life Success Publishing, owned by Bob Proctor, renowned star of the movie, **"The Secret"** is titled **"Wealth Matters...Abundance Is Your Birthright"** and is available online and at bookstores nationwide. He holds a bachelor's degree in Exercise Physiology from Westchester University and was certified by the NSCA as a Strength and Conditioning Specialist in 1998. Snook completed his graduate work in Exercise Physiology at San Diego State University, where he also earned his MSBA in Entrepreneurship.

Located at 222 Park Blvd. at 11th Avenue in the heart of East Village, **Define** is San Diego's first Lifestyle Enhancement Club offering fitness, business and life coaching, and social networking all in one state-of-the-art urban environment. Define has a limited membership capacity of 400 through one of three membership types, based on the specific needs of each qualified member. Membership at Define is not for everyone, so space is limited to those who are truly committed and have the DESIRE to participate at one of the three levels: a **Graviity Fitness Coaching Membership** for the exercise-minded individual, a **LifeSuccess Year-Long Coaching Membership** for the fitness buff who also demands a more in-depth personal growth study and the very limited **Define Lifestyle Membership** for those who want the most inclusive, comprehensive success-exploding system on the market today. Membership prices start at \$399 per month, depending on type. For more information on Define or Chris J. Snook, please visit the club online at <http://www.definesd.com> or call (619) 955-8348. Media requesting club information, reviews or to schedule an interview, please contact Aaron Heier of Heier Communications at (619) 297-0009 or aaron@heiercommunications.com.



CHRIS J. SNOOK, Co-Founder/CEO

Chris J. Snook is living proof that the American Dream is alive and well, and that you truly can have it all...health, wealth and abundance in all areas! He has lived the entrepreneurial life and experience for over a decade, and has transcended adversities that found him over \$500,000 in debt and stranded in the DFW airport in Dallas, TX, to now running the multi-million dollar Lifestyle Enhancement Company **Define**, as well as leading personal development seminars and coaching programs for thousands of people with Bob Proctor's Life Success company. Some of Chris' clients include executives from Wells Fargo, Intero Real Estate Services, 24-Hour Fitness, Prudential Real Estate Services, efi SportsMedicine/Total Gym, and many more.

In 2005 Chris co-authored the best-selling book, **"Personal Trainer's Burnout: How to Transform Frustration to Fortune"** and has been published in *Health & Beauty Magazine*, *San Diego Business Journal*, *Ranch & Coast Magazine* and *Women's Tri-Fitness Magazine*, among others. He recently released a new book for Life Success Publishing titled **"Wealth Matters...Abundance Is Your Birthright,"** which is available online and at bookstores nationwide.

Chris holds an MSBA in Entrepreneurship from San Diego State University, as well as an undergraduate degree and graduate specialty in Exercise Physiology from both Westchester University and San Diego State. He is happily married to his equally successful author/model/entrepreneur-wife Brianne, and resides in sunny San Diego.

BRIANNE SNOOK, Co-Founder

Brianne Snook has spent the past decade living and working in the beauty and fitness arenas. Whether competing in triathlons or fitness competitions such as Women's Tri Fitness, Fitness Universe, Ms. Fitness and Galaxy Nova or working as a certified NASM and Gravity fitness coach, nutritionist, exercise instructor, lifeguard and esthetician, Brianne's done it all. As co-founder of **Define** she is showing San Diego a fresh approach to personal and professional health, wealth and success.

Brianne and Chris have together tackled both the entrepreneurial and fitness worlds, receiving notoriety and praise from business leaders and civic organizations along the way. As experts on topics ranging from fitness and weight loss to building a successful sales force, the husband and wife team have been published in numerous magazines and periodicals around the country. The two co-authored the best-selling book **"Personal Trainer's Burnout: How to Transform Frustration to Fortune,"** and recently filmed fitness segments for ABC's **10/4 San Diego** and NBC San Diego's **Morning News**.

Beauty, brains and brawn in one package, Brianne is not only a savvy business woman and entrepreneur, she is a sought-after model and spokeswoman currently representing La Jolla Spa-MD, Laura Gambucci, Glidia K, BOSU Fitness and Via Viente. She recently completed a modeling contract for the BOSU Ballast Ball® ad campaign and is currently the model on the box front for the BOSU Balance Trainer sold in Target and other national retail outlets.

Brianne is a current member of the Fit Dream Team, a nationally recognized inspirational fitness group that encourages all women to "live life for the health of it". Fitness and personal growth have been her cornerstones, giving her the self-confidence to continually follow her dreams. Through Define and her many other endeavors, she hopes to encourage people to live their full potential, no matter what their dreams may be.

STEVE FROELICH, Co-Founder/COO

Steve Froehlich truly 'defines' entrepreneur. For the past two years he, along with business partners Chris and Brianne Snook, has immersed himself in the creation and ultimate fruition of **Define**. A big picture thinker who sets his sights high and sees obstacles not as challenges, but rather opportunities for success, Steve has fused an abundant education in business management and entrepreneurship with ample hands-on experience in both the fitness and corporate/financial industries to help create and grow the Define brand and concept both locally and nationally.

Prior to Define, Steve spent four years at **SRA International Inc.**, developing multiple competencies for various types of local, regional, federal, military and government contracts. At the agency, he demonstrated a superior ability to support multiple clients and projects with varying stringent deadlines. Quickly rising through the ranks, Steve soon found himself working with local San Diego and Los Angeles response agencies, under the guidance of the U.S. Department of Homeland Security, facilitating their emergency preparedness programs.

Steve holds an MBA in Entrepreneurship from San Diego State University, a nationally ranked program that has helped catapult both his personal and professional development. The practical application of his education has resulted in many successful ventures in the San Diego business community. Through SDSU, Steve co-founded and organized KARE (Katrina Aid & Relief Effort,) a group of 100 students who worked locally to acquire aid for Baton Rouge-area businesses hit hard by Hurricane Katrina. His efforts helped raise more than \$600K in donations.

Helping the community is a large part of Steve's life mantra. Constantly looking for ways to give back, he is an active member of several local management and leadership organizations and tirelessly advocates for the Urban League of San Diego's many reformatory programs and assistance efforts countywide. He resides in downtown San Diego, close to Define's base of operation.

BRENDA COLLINS, Vice President of LifeSuccess Coaching

Brenda Collins, Vice President of LifeSuccess Coaching at **Define** will develop and spearhead the club's business and life coaching components for those members who want to enrich their lives beyond the physical. Brenda is a certified LifeSuccess Consultant who specializes in helping people recognize and utilize the greatness they possess within themselves, so they too can live rich and abundant lives. Personally trained by Bob Proctor and Paul Martinelli to teach the best-selling personal development programs *You Were Born Rich*, *Goal Achiever*, *Winner's Image*, *Success Puzzle*, and *Mission in Commission*, Brenda is dedicated to helping members manifest the results they truly want in their lives by changing their thought patterns and utilizing the natural laws of the universe.

Brenda draws on her experience as past president of the Career Builders Toastmasters Club to help people access their hidden reservoirs of talent and potential. A Mission Valley resident, she holds a Masters degree in Business Administration from Keller Graduate School of Management and enjoys exploring the arts and cuisine of San Diego.

ANTHONY ALLEN, Lead Fitness Coach

UK native Anthony Allen, **Define's** Lead Fitness Coach, will spearhead the physical fitness component of the club's overall Lifestyle Enhancement offering that incorporates a 28-minute total body Gravity routine, developed exclusively for Define members. As the Fitness team leader, Anthony will ensure all semi-private Gravity coaching sessions are executed correctly for maximum benefit. After a grueling 23-week interview process, Anthony proved to be the most qualified and Define personified fitness coach, beating out more than 100 other well-qualified applicants for the position.

Prior to joining Define, this salsa-dancing poet spent four years as an EMT/Paramedic in both Northern and Southern California. A college athlete and amateur boxer, Anthony has traveled around the world competing in sports for most of his young adult life. He holds a BA in Sociology from San Diego State University and is both a NASM Certified Personal Trainer and Gravity Certified Group Strength Specialist. Anthony recently relocated to Downtown from East County and is active in both local theater and The Rock Church.

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CHRIS J. SNOOK UNEARTHES THE SECRETS
BEHIND “THE SECRET” IN
“WEALTH MATTERS...ABUNDANCE IS YOUR BIRTHRIGHT”

***Local Best-selling Author/Entrepreneur's Latest Book Delves Deep Into the Law of Attraction
Uncovering How To Get Whatever You Want From Wherever You Are***

SAN DIEGO, CA – Business owner, entrepreneur, Life Success coach and author Chris J. Snook is pleased to announce the official release of his latest book “**Wealth Matters...Abundance is Your Birthright.**” Now available online and at retailers nationwide, this hot, new title from Life Success Publishing, authored by Snook and his father, Chet, with foreword by Bob Proctor, star of the hit movie “**The Secret,**” delivers a straight forward, simple solution to obtaining personal fulfillment and financial success. Directly from minds that have risen from the lowest lows to run multi-million dollar corporations, Wealth Matters unearths the true ‘secret’ to wealth and a practical, easy to manage system on how to get “whatever you want” from “where ever you are.”

In *Wealth Matters*, both Snook and his father explain how “something” is missing for most people in their quest for fulfillment and success. This “something” is the number one reason why goals are or are not achieved. Readers will learn how to access this “something” that we are not taught at school, work or home as it is vitally important to achieving wealth in all areas of life. *Wealth Matters* will finally unlock the secret to wealth and how to consistently leverage the Laws of the Universe and Law of Attraction in any area of life that is important.

In “*Wealth Matters...Abundance is Your Birthright,*” readers will discover:

- The primary cause of RESULTS and how to improve them!
- A blueprint and system for living WEALTHY!
- How to balance the 6 human needs and have it all!
- How to catapult a family tree into wealth forever!
- The fastest way to get the Law of Attraction working!
- Direct access to Snooks’ personal network of advisors.

Wealth Matters is the second book from Snook, who three years ago co-authored the bestselling “*Personal Trainers Burnout: How To Transform Frustration to Fortune*” with wife, Brianne. Snook is the brainchild behind **Define**, Downtown’s first Lifestyle Enhancement Club. Define takes the neighborhood gym to the next level. This modern, industrial, urban “country club-style” facility provides fitness, business and overall life enhancement tools all in one socially interactive environment...without the need for a golf course. Lifestyle Enhancement, a term Snook himself coined, is more than mere weight, reps, cardio and bulging biceps, it’s about creating the best you – physically, emotionally, professionally, relationally and spiritually – from the inside out. Define is the one place where those seeking something more than just “physical” fitness are surrounded by other high-achieving individuals who place great value on their time and want the most out of life.

Author, wealth expert, fitness guru and master business coach with Bob Proctor’s Life Success Company, Chris J. Snook knows a thing or two about achieving wealth, having transformed over \$500K of personal debt into a multi-million dollar business enterprise. Snook knows first hand what it truly takes to be, and stay, wealthy, as abundance is EVERYONE’S birthright!

For additional information on Chris J. Snook, the book *Wealth Matters* or Define Lifestyle Enhancement Club, please visit <http://www.definesd.com> or <http://www.wealthmattersbook.com>. To secure a copy or schedule an interview, please contact Aaron Heier of Heier Communications at (619) 297-0009 or email aaron@heiercommunications.com.

LOCAL AUTHOR SETS SAIL FOR WORLD'S BIGGEST BOOK LAUNCH EVENT

Chris J. Snook Joins Bob Proctor on Seven Day Mexican Riviera Cruise for Launch of "Wealth Matters...Abundance is Your Birthright"

SAN DIEGO (September 25, 2007) – On October 6, 2007, local best selling author, entrepreneur and business owner Chris J. Snook will board a Holland America Cruise, setting sail from San Diego to the Mexican Riviera, as part of the **World's Biggest Book Launch** party ever. Snook, author of "Personal Trainers' Burnout: How to Transform Frustration to Fortune" with wife Brianne, and most recently "Wealth Matters...Abundance is Your Birthright," will join cruise host Bob Proctor, iconic author, Life Coach and one of the stars of the hit movie, "**The Secret**," and several other authors for a seven day book launch event that will officially introduce Snook's latest title to the global market.

The first book launch event of its kind, the seven-day Mexican Riviera Cruise will offer onboard guests direct and unprecedented access to many of the world's leading personal success authors. In addition to the launch party, guests can take advantage of many seminars and mini-workshops covering topics such as: *How To Be a Better Public Speaker*, *How To Publish Your Own Book* and *How To Invest in the Stock Market*.

"This cruise was created for entrepreneurs and wanna-be entrepreneurs," says Proctor. "Onboard, this group of intelligent, successful authors will conduct Mastermind meetings that are designed to help take your business to the next level. They've been there, done that and will share with cruise guests exactly how to achieve success in all areas of their lives." Proctor, a renowned life coach, author and owner of LifeSuccess Companies, appeared in the movie, "**The Secret**" which has become a worldwide phenomenon. He has appeared on "**Larry King Live**" and the "**Ellen DeGeneres Show**" among others to discuss the movie and the meaning behind the Law of Attraction.

Snook, a San Diego resident, is living proof that the American Dream is alive and well, and that you truly can have it all...health, wealth and abundance in all areas! He has lived the entrepreneurial life and experience for over a decade, and has transcended adversities that found him over \$500K in debt and stranded in the DFW airport in Dallas, TX, to now authoring best selling personal success books, running **Define** the nation's first Lifestyle Enhancement Club in San Diego's East Village and leading personal development seminars and coaching programs for thousands of people through Bob Proctor's LifeSuccess company. Some of Snook's noteworthy clients include executives from Wells Fargo, Intero Real Estate Services, 24-Hour Fitness, Prudential Real Estate Services, efi SportsMedicine/Total Gym, and many more.

The public is invited to join the seven-day cruise, which departs **October 6** from San Diego with port calls in Cabo San Lucas, Mazatlan and Puerto Vallarta. All-inclusive prices start at \$1,338. For more information on the **World's Biggest Book Launch Cruise**, visit <http://www.bobproctorcruise.com>. For additional information on Chris J. Snook or Define Lifestyle Enhancement Club, log on to <http://www.definesd.com> or contact Aaron Heier of Heier Communications (619) 297-0009, email aaron@heiercommunications.com

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