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NEWS RELEASE

HOTEL GRAND PACIFIC OFFERS FIRST EVER GYM EQUIPMENT TO HARNESS WORK-OUT ENERGY TO SEND BACK TO GRID

*Cutting-edge SportsArt equipment at Victoria Athletic Club also rewards
gym-going travellers with EcoPoints*
www.hotelgrandpacific.com

March 20, 2012; Victoria, B.C. – For the first time ever, travellers using the hotel gym will be able to convert their efforts on a stationary bike or elliptical machine into electricity, all the while earning points to redeem for discounts and other offers.

Guests staying at Victoria B.C.'s **Hotel Grand Pacific** who visit the on-site Victoria Athletic Club will be the first in the world to start use the new SportsArt "Green System," a suite of stationary bikes and elliptical machines that actually harness energy output, creating electricity in a clean, green way.

While in the past, companies have retrofitted existing gym equipment to harness some of the energy produced by gym users, the SportsArt equipment is the first to be designed and optimised especially for this purpose. The Victoria Athletic Club has installed one pod of 10 machines, and expects that they will save approximately \$3,000 in electricity costs per year.

"We're thrilled to be the pilot program for this new equipment," said Reid James, general manager of the Hotel Grand Pacific. "When we heard about it, we just thought that it made sense. As a business, we're always looking at ways to reduce our environmental impact, and we know our hotel guests do too. But more than that, we loved that we could also reward our gym users for helping us reduce our footprint."

Victoria-based company EcoFit Networks has partnered with SportsArt to provide a system that motivates and engages those using the new machines. Now in the final stages of beta-testing, users receive an EcoFit card which they then drop into the cupholder on the equipment to start their session. On the machine's display, they can track their energy production and fitness statistics both from their current



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session and over time, challenge other gym users, and ultimately, earn EcoPoints that they can then redeem for discounts and offers within the Hotel Grand Pacific and at other local businesses while they're in Victoria.

“The EcoFit system really allows club users to see the difference they're making, and motivates them to work harder through the ability to earn EcoPoints,” says Dave Johnson, chief executive officer of EcoFit Networks. “We're proud to work with the Hotel Grand Pacific to establish a pilot program that will lead the way for other fitness clubs and hotels to follow in their footsteps. It's a testament to both their commitment to the environment and support for local innovation.”

For more information about SportsArt's Green System, please visit www.sportsartamerica.com

For more information about EcoFit, please visit www.myecofit.com

The **Hotel Grand Pacific** offers guests what they want, where they want it. Conveniently located on the Inner Harbour in downtown Victoria, it is the perfect choice for the lifestyle traveller seeking an alternative from the traditional branded hotel stay. With 304 spacious guestrooms and suites, the Hotel Grand Pacific is renowned for delivering an exceptional and personalized guest service experience. With a focus on health and wellness, the hotel offers complimentary access to the Victoria Athletic Club, located on-site. Relax at the spa or dine at the all-day Pacific Restaurant or The Mark, an award-winning fine dining restaurant. The Hotel Grand Pacific is a proud member of Preferred Hotels & Resorts Worldwide.

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