

**FOR IMMEDIATE RELEASE:**

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**Midtown Spectrum Presents Grand Opening for Anytime Fitness & The Midtown Executive**

**Victorville, California, 6-24-09** – Midtown Spectrum is pleased to invite residents of the High-Desert to a happy-hour mixer at their new facilities on **Tuesday June 30<sup>th</sup>, 5pm**. Residents will get a sneak peek at the revamped Anytime Fitness Gym, doubled in size with such new amenities as spas, a group-x room, massage therapy, and new equipment. Also presented to the public for the first time, will be the Midtown Executive, a high-class full-service executive suites concept catering to the small business owners of the Victorville area. Residents will get a chance to tour both facilities, enjoy a drink, participate in some free-prize giveaways, chat with fellow residents, as well as qualify for one-day-only special memberships and rates for both the Gym and Executive Suites.

Midtown Spectrum is a mixed-use development built in 2007 to create a synergetic environment of complimentary office, retail, and food services in a developing hub of Victorville. With the expansion of the Anytime Fitness Gym and Grand-Opening of The Midtown Executive, as well as new tenant leases Zeus Juice (*Smoothie & Yogurt*) & Veterans Affairs (*Services for High-Desert Veterans*), Midtown Spectrum is one step closer to this goal. The project is now 75% occupied. A food-court in the south-west portion of the project directly adjacent to WinCo Foods is slated to begin construction in early 2010.

Anytime Fitness will be giving out free prizes during the event including a one-year membership and vouchers for massage-therapy sessions. Mayor Rudy Cabriales will be on-hand for the festivities as well as the ribbon cutting ceremony.

For additional information on the Grand Opening, contact Dean Aynechi or visit [www.midtownspectrum.com](http://www.midtownspectrum.com). To inquire about the special one-day-only rates offered for The Midtown Executive, contact Dean Aynechi @ 949-552-9927. To inquire about the special one-day-only rates offered for The Anytime Fitness Gym, contact a sales representative @ (760) 843-7773.

**ABOUT MIDTOWN SPECTRUM** – Midtown Spectrum LLC is a commercial development & property management company that has developed and leased the Midtown Spectrum project located at 15095 Amargosa Road. The company is dedicated to diligence, quality, and measured growth as it strives to balance the demands of consumers in a tough economic climate. They are headquartered in Irvine, CA.

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