

## BodyLab Fitness in Denver, Colorado

BodyLab Fitness, an eOn Fitness satisfied client in Denver, Colorado

In the coming weeks, 99 percent of Denver gyms will accept dues happily from every over-eggnogged person vowing to lose weight in 2010. When reality hits, some will waddle in for only a portion of the membership time for which they paid. But surprisingly, BodyLab Fitness, which opened earlier this year, will require people to apply for acceptance &mdash; and, it will reject those who it doesn't think will fulfill their New Year's resolutions. And this, its nontraditional quartet of owners argue, will stand up as a business model even in an economic downturn.

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