



Corporate Backgrounder

NeighborhoodTrainers enables people to quickly and accurately find a qualified fitness expert within a specified region in Manhattan. For trainers, the site is also an effective business development tool to garner new clients and gain valuable exposure. With its emphasis on convenience and choice, NeighborhoodTrainers makes good health – and the opportunity to hire a wellness professional – both easy and enjoyable.

The site is the brainchild of Glenn Dickstein, a successful leader within the fitness and hospitality industry, who understands the importance of using the Internet to unite individuals who share a passion for good health. This commitment to helping others distinguishes NeighborhoodTrainers as a trusted destination for New Yorkers who want to avoid the time – and expense – associated with finding a trainer.

This emphasis on convenience also allows trainers to more effectively promote their services. For example: unlike traditional marketing tactics, which can cost a lot of money and consume other valuable resources, NeighborhoodTrainers is a fast way to reach potential clients and other noteworthy contacts. In fact, the site gives trainers a platform to showcase their credentials, success stories, accomplishments, rates and availability.

By giving these professionals the tools to succeed, and by empowering visitors to quickly find a qualified fitness expert, NeighborhoodTrainers transforms the way people approach – and enjoy – good exercise.

With clarity and quality, NeighborhoodTrainers delivers results.



As the Founder and CEO of NeighborhoodTrainers, Glenn Dickstein transforms the way people identify and hire credible fitness experts. For personal trainers and instructors, Glenn also enables these professionals to market their services and expand their list of clients. Concerning this point, the creation of an online destination for fitness experts to strengthen their businesses and enhance their influence within the community, NeighborhoodTrainers is an easy - and effective - way to work with likeminded individuals who value the help of a qualified personal trainer.



Glenn delivers these benefits on behalf of residents throughout New York City: he uses the convenience of the Internet to enable residents to quickly review and hire trainers within close proximity of a specific location. This business model, which is both innovative and targeted, saves consumers the time - and expense - of searching for a trainer in a particular part of Manhattan.

In contrast, NeighborhoodTrainers gives area residents a one-stop destination for all their fitness-related needs -- from finding the right trainer to locating an ideal nutritionist to contacting any manner of yoga teachers and massage therapists. Think of this site as the fulfillment of Glenn's vision, a pledge to empower consumers - with readily accessible information and user-friendly technology - so everyone can enjoy better health and professional success.

The advantages of NeighborhoodTrainers are universal: an opportunity for both parties to come together, united by a desire to experience greater energy and a shared love for self-improvement. And, for trainers who want to extend their business and work with likeminded clients, Glenn offers a site that does just that -- a platform where everyone has a chance to prosper.

Glenn's commitment to these principles is the result of his many accomplishments, which include leadership positions with Marriott International and Town Sports International (New York Sports Clubs). In these roles, Glenn can point to a series of marketing milestones and sales achievements worthy of praise. These efforts, combined with his steadfast belief in the value of customized service, are at the heart of Glenn's current management of NeighborhoodTrainers. Through this gift of fitness, Glenn cherishes his ability to empower people and inspire his supporters.

A graduate of Rutgers University, Glenn is a proud husband and father. He resides in New York City.



NeighborhoodTrainers Empowers Fitness Experts with Successful Marketing Tools: An Ideal Platform for Prospective Clients and Wellness Professionals

New York, New York, January 13, 2012 – NeighborhoodTrainers (www.neighborhoodtrainer.com), an innovative site that enables people to quickly find a fitness expert within a specific region of New York City, announces its campaign to make 2012 a year of **Health and Success** for residents of Manhattan. By enabling individuals to simply use a zip code search to find pages of featured trainers in a given area, NeighborhoodTrainers removes the expense and guesswork associated with traditional methods of hiring a personal trainer.

The site is also a powerful marketing platform for fitness experts, allowing these professionals to post detailed information about their credentials, experience, training techniques and other related data.

"NeighborhoodTrainers is a targeted and accessible resource, which immediately introduces visitors to hundreds of distinguished leaders within the fields of exercise, nutrition and personal wellness. The site further reflects my leadership within the fitness industry, where I place a premium on customized service and inspiring people to achieve their health goals. I encourage my fellow New Yorkers to visit www.neighborhoodtrainer.com to learn more about these principles," says Glenn Dickstein, Founder and CEO of NeighborhoodTrainers.

Finding a Trainer Is a Personal Choice: NeighborhoodTrainers in Action

NeighborhoodTrainers reminds people that finding a trainer is, indeed, a personal choice. "The road to fitness starts with a commitment to replace old habits with better practices, which emphasize a more intelligent approach to health and wellness. And, rather than joining a gym or hiring just any trainer, our site gives people – and trainers – the means to start this journey together," says Mr. Dickstein.

About NeighborhoodTrainers

Headquartered in New York City, NeighborhoodTrainers enables users to quickly and accurately find a qualified fitness expert within a specified region in Manhattan. For trainers, the site is also an effective business development tool to garner new clients and gain valuable exposure. With its emphasis on convenience and choice, NeighborhoodTrainers makes good health – and the opportunity to hire a wellness professional – both easy and enjoyable. For more information about NeighborhoodTrainers, please visit www.neighborhoodtrainer.com