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## **FOR IMMEDIATE RELEASE**

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## **IHRSA (INTERNATIONAL HEALTH, RACQUET & SPORTSCLUB ASSOCIATION) SELECTS MR. YVAN MIKLIN, PRESIDENT & CEO OF AQUILA, AS THE INTERNATIONAL SPEAKER AT ITS 4TH ANNUAL ASIA-PACIFIC FORUM**

**Singapore, Singapore, -- September 24, 2005 --** IHRSA has selected Mr. Yvan Miklin, President & CEO of Aquila, as the international speaker at its 4<sup>th</sup> Annual Asia-Pacific Forum to be held October 27 through October 30, 2005 in Shangri-La Rasa Sentosa Resort, Singapore.

IHRSA's Asia-Pacific Forum is an annual event that brings together owners and managers of independent clubs, members of the financial and investment community, property developers with interests in Asia-Pacific, and directors & executives of multi-club chains. IHRSA's Asia-Pacific Forum is a unique global event that facilitates exchange of ideas amongst fitness industry experts and leaders. Mr. Miklin's schedule is as follows:

Saturday, October 29, 2005  
13:45-14:45 (GMT+8:00)

"Analyzing Consumer Behavior" - Why do members make the purchases that they make?

Mr. Miklin's seminar explores popular consumer psychology behavior theories and teaches the participants how to apply them in day-to-day operations, marketing mix strategies, and product & service positioning planning.

To learn more about IHRSA's Asia-Pacific Forum or to register please visit:

<http://ihrsa.org/IHRSA/viewPage.cfm?pageId=1096>

## **ABOUT AQUILA**

Aquila is a fully integrated health, wellness, fitness and spa management organization that serves clients nationally and internationally. For more than a decade, Aquila has been providing Innovative Programming and Results Oriented Fitness & Wellness Management to Fortune 1000 Companies, Government Agencies, Educational Institutions, and Private Establishments. For more information about Aquila, please visit: [www.aquilaltd.com](http://www.aquilaltd.com)