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## Leading Boxing Fitness Concept Signs Master Franchise License in Mexico

Nov 18, 2014

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*This press release was provided by Title Boxing Club. The Club Industry editorial staff was not involved in the creation of this content.*

In the midst of a domestic and international growth spurt that has propelled the company to the top of the fitness industry, [TITLE Boxing Club](#), the largest boxing franchise in the nation, announced today the recent signing of a Master Franchise Agreement in Mexico.

After the impressive opening of the company’s first international club in Cancun, Mexico in January 2014, TITLE Boxing Club has named local franchise owners Erika Garcia, Patrick Muldowny and Gustavo Miranda as the newest Master Franchisors for the country. The Cancun club generated the highest first month revenue in the brand’s history and is a prime example of how well the concept translates in other countries.

The owners of the Cancun club are no strangers to success. Erika is a former Miss Mexico contestant, Gustavo has received multiple awards for being the youngest hotel operator in the world and Patrick’s background lies in impressive multi-concept, multi-country business endeavors.

“When this set of entrepreneurs joined the TITLE Boxing Club family earlier this year, we knew we had an incredibly strong group on our hands. That being said, they have not only met but have exceeded our expectations,” stated John Rotche, President of TITLE Boxing Club. “They have proven that they have the ability to be ultra-successful franchisees, and now have been given the opportunity to help us expand our international presence and take TITLE Boxing Club to the next level.”

With this recent announcement, the company hopes to add 50 Mexican locations in the next five years. Expansion plans for the country include the areas of Mexico City, Monterrey, Guadalajara, and others. Led by the stellar performance of the Cancun club, successful expansion across Mexico should come naturally for the brand. With 140 locations in operation domestically, and approximately 75-100 additional units slated to open by the end of 2015, the company continues to answer demands for alternatives to the traditional big-box gyms.

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In an effort to assist in their international expansion, TITLE Boxing Club has enlisted the help of Edwards Global Services (EGS), a company that specializes in working with franchise systems that wish to go global through licensing, direct investments, joint ventures and distribution methods. EGS assisted TITLE Boxing Club in this sale and is the company's exclusive international representative. In addition to the Mexican expansion, the brand has plans to open international locations in Canada, Columbia, Peru, Chile, Spain, Mexico City, Dubai and Asia.

TITLE Boxing Club is filling a niche in the fitness industry for both men and women alike. The 30, 60, and 75-minute workouts guarantee results and takes place in a welcoming environment. TITLE Boxing Club offers members an interval-based workout program that combines bouts of intense cardio and boxing exercises with short periods of active rest. This type of interval training has been shown to provide the most effective work-to-rest ratio, thus optimizing the client's results. All classes are trainer led and effective workout techniques which are shared within the TITLE Trainer community via a proprietary app, which increases performance in the clubs and keeps members coming back. The brand is taking off across the nation and franchise opportunities are available.

Further setting TITLE Boxing Club apart as a club that provides intense workouts with guaranteed results and a life changing experience, Inc. Magazine recently named the company on their Prestigious 5000 List, coming in at No. 202 for the 2014 rankings. For more information about TITLE Boxing Club, please visit [www.titleboxingclub.com](http://www.titleboxingclub.com). For more information about Edwards Global Services, please visit [www.edwardsglobal.com](http://www.edwardsglobal.com).

### About TITLE Boxing Club®

TITLE Boxing Clubs offer explosive trainer led total body boxing and kickboxing fitness workouts that help women and men burn up to 1,000 calories an hour in group classes. TITLE Boxing Club was founded by retired professional boxer and promoter Danny Campbell, Kansas businessmen Tom Lyons, Tony Carbajo and David Hanson. Current ownership is under Lyons, Campbell, and Rick Washburn; experienced franchise executive John Rotche; and TITLE Boxing Company. The company is currently ranked No. 235 on 2014's *Entrepreneur* magazine 35<sup>th</sup> Annual Franchise 500® list, No. 9 on the magazine's prestigious "Top New Franchise" list and No. 36 on the "Fastest Growing Franchise" list. TITLE Boxing Club is also ranked No. 202 on the 2014 *Inc. 5000* list of America's fastest-growing, privately-held companies and No. 347 on 2014 *Franchise Times* Top 200 (Plus 300) list.



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