



FOR IMMEDIATE RELEASE

CONTACT:

Merton G. Silbar Public Relations
Dave Silbar / dsilbar@silbarpr.com
(847) 729-7333

DEBRA SIENA NAMED PRESIDENT OF PROACTIVE PARTNERS

NOVEMBER 1, 2010—CHICAGO—Steven Schwartz, president of Chicago-based Tennis Corporation of America (TCA) has announced the promotion of Debra Siena, 48, to president of Proactive Partners, a division of TCA which manages fitness centers and provides health and wellness initiatives for companies across the U.S.

As president, Ms. Siena’s responsibilities include setting strategy and vision to position the company at the forefront of the industry, overseeing operations to insure quality and service, and new business development.

Ms. Siena graduated with honors from the University of Illinois with a Bachelors of Fine Arts in Dance and a minor in Kinesiology.

“Debra’s rise through TCA is an inspiring story,” said Schwartz. “Transitioning within TCA from the Midtown Athletic Clubs division to Proactive Partners, her operating experience and natural sales ability, passionate interest in wellness, strength in working with third-party owners and management contract experience has resulted in Proactive Partners doubling in size.”

Soon after joining TCA in 1986, Siena was promoted to manager of a small fitness center downtown Chicago. From there she added regional responsibilities initially for other small clubs, and eventually over multiple small and large clubs including Midtown Palatine, Willowbrook, Atlanta and Montreal. Debra has been involved in the start up or takeover of every fitness center in Proactive Partners’ current portfolio, the first of which dates back to 1989.

She is a featured speaker at numerous international health and wellness industry conventions, including the International Health, Racquet and Sportsclub Association (IHRSA), Club Industry and the Medical Fitness Association. Ms. Siena served on the IHRSA board of Directors from 2003 through 2007 and currently co-chairs the Worksite Wellness Committee for Building a Healthier Chicago.

About Proactive Partners

Proactive Partners has over 40 years of successful health club and wellness center management experience. Proactive Partners' track record is unprecedented in the longevity of their partnerships with prestigious developers, renowned teaching hospitals and blue chip corporate clients. Proactive Partners' parent company, TCA Holdings, owns and manages over 30 health, fitness and wellness centers. High performance standards, well-trained associates, financial stability, and high ethical standards make Proactive Partners a reliable, trustworthy partner who knows how to manage the health club business day-in and day-out. They also provide nationwide health and wellbeing initiatives for companies without on-site fitness centers. Delivered through the web, via the phone and in offices across the country, Proactive Partners provides a total wellness solution to enhance employee health and productivity. For more information, call (773) 463-1234 x249 or visit www.beproactive.com