



At Mountainside Fitness clubs across the Valley, members can now enjoy ultimate digital connectivity. With three times faster data than any other fitness center in the industry, they now partner with Cox Business to provide members with endless entertainment possibilities.

With more than 500 members in and out of the fitness clubs each day, the newly increased Wi-Fi speed makes it easy for guests to stream music, shows or movies from their devices while they work out. The clubs now have access to Internet that is 10 times faster than it was before.

“So many people use smartphones for music and video, and now no one has to worry about slow downloads and pausing,” says Tom Hatten, Mountainside Fitness CEO and founder.

In addition to faster Wi-Fi, members now have more than 80 channel options, compared to the 12 that they previously had.

“We think it’s great for the members because today people want personal connectivity, and unrestricted access to their connectivity,” says Ed Aaronson, Cox Business Vice-President. “Be that music, email, videos, or even checking your fantasy football scores. You want to do it quickly, easily and without having to wait.”

According to Hatten, partnering with Cox Business made it easier for the clubs to consolidate their digital platforms. By doing this they were able to provide members with more entertainment options for no additional membership cost, while also improving their own phone service, Internet and communication between clubs.

The relationship between Mountainside Fitness and Cox Business just began about 30 days ago, but Hatten says that he expects that the new entertainment options will help improve member retention since there are no other fitness centers offering these types of digital benefits.

“We’re always looking for a way to add value for members, and this relationship does that,” Hatten says.