

# LA FITNESS SHAPES UP CARBON FOOTPRINT WITH CLOUDAPPS

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Gym targets 15% energy saving by 2015

London, 10 June 2010– CloudApps (<http://www.cloudapps.com>), the enterprise application leader in the management of carbon as a business asset, has announced its latest customer is LA fitness, the value for money health club chain with 220,000 members.

LA fitness will use CloudApps Carbon Summer '10 to deliver proactive monitoring of carbon emissions across its 80 clubs in the UK and Ireland and help it comply with UK regulations. Just like it does for its clients, LA Fitness will be able to compare the relative performance of its clubs, targeting energy efficiency programmes where they will achieve the most impact.

Ross Chester, chief financial officer at LA fitness says: "We are conscious of our responsibility to protect the environment as well as ensuring we keep the costs of running our clubs as low as possible for our members - CloudApps Carbon allows us to do this. Following discussions with CloudApps we feel it's totally feasible for LA fitness to cut its energy use by between 10% and 15% over the next three to five years."

CloudApps Carbon is an innovative, cloud-based Emission Management solution that is offered on a subscription basis and built on the award winning platform, Force.com, from cloud computing leader salesforce.com (<http://www.salesforce.com>). The CloudApps Carbon Summer '10 edition now supports UK Carbon Reduction Commitment (CRC) scheme, a process started on 1st April 2010 affecting up to 30,000 companies. It also supports published global emissions factors including IEA, IPCC, US EPA and UK DEFRA as well as customers' own custom emission factors.

"The rapid customer take-up of Summer'10 by sector leaders such as LA fitness is very encouraging." said Simon Wheeldon, CEO of CloudApps. "Using CloudApps Carbon, LA fitness staff and customers manage the global environmental impact of their facilities while improving their individual health."

As a cloud-based provider, CloudApps offers potential enterprise customers the chance to trial the CloudApps Carbon application free and without the need for any software or hardware installation for thirty days, [here](#).

## About CloudApps

CloudApps is the leading provider of enterprise solutions that are helping companies of all sizes to reduce their operating costs, comply with global climate change legislation and engage with their key stakeholders to enhance their brand and realise value from their carbon asset.

CloudApps Carbon is an innovative, cloud-based Emission Management solution that is offered on a subscription basis and delivered on salesforce.com enterprise cloud-computing platform, Force.com

For more information, please visit [www.cloudapps.com](http://www.cloudapps.com).

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