

Leading Health and Fitness Chain Gold's Gym Boosts Security and Member Experience with EarthLink Managed Network and Security Solution
Monday, January 12, 2015 01:30:00 PM (GMT)

PCI compliance, Secure WiFi will protect, engage members

NEW YORK, Jan. 12, 2015 /PRNewswire/ -- NATIONAL RETAIL FEDERATION SHOW, Booth #3769 -- EarthLink Holdings Corp. (NASDAQ: ELNK), a leading managed network and cloud solutions provider for multi-location businesses, today announced that leading health and fitness chain [Gold's Gym](#) selected EarthLink to provide a new, comprehensive, centralized managed network and security solution for its 147 corporate-owned locations.

As part of this agreement, EarthLink will work with Gold's Gym to deliver secure network services with robust WiFi connectivity to members, support PCI compliance requirements and help protect the Gold's Gym brand and member experience.

Of the company's new managed network and security solution, Bill Floyd, CIO, Gold's Gym, said, "With all of the data breaches in the media, our executive team is focused on protecting our members' security. With EarthLink, we can provide a secure network for our company and secure WiFi connectivity for our members in addition to addressing PCI compliance, further protecting the Gold's Gym brand and member experience. Once fully implemented, EarthLink's solution will save Gold's Gym approximately 30 percent over our previous providers, even though it includes more robust functionality and protection."

Once implemented in all locations, Gold's Gym will rely on its private EarthLink MPLS network to run club operations, including point-of-sale, management and corporate applications, communications and training. EarthLink also provided Gold's Gym with a full professional security assessment and suite of [PCI Compliance Solutions™](#) including employee training, security policies, breach protection and vulnerability scans to protect customer data and brand reputation. In addition, EarthLink provides a [network-based firewall](#) to protect their network and deliver reporting and analytics and a back-up network with a full failover system to safeguard reliability and uptime. Gold's Gym will also deploy [EarthLink Secure WiFi™](#) to all locations to further enhance their member experience with a secure wireless network for social media engagement and valuable business intelligence analytics.

EarthLink Partners Rachel McNeese of Richardson Consulting Communications (RCC) and Jim McNeese of VARcentricinc were instrumental to the outcome, introducing EarthLink and helping Gold's Gym evaluate their best options.

"We utilized RCC's business model to analyze Gold's Gym's total IT picture, and saw that EarthLink's robust product portfolio would clearly best alleviate their major pain points, including fulfilling PCI compliance needs. We built the rest of the solution from there, and were able to quickly move forward with implementation," shared Rachel McNeese, Richardson Consulting Communications.

Commenting on Gold's Gym's new EarthLink solution, Sherri Turpin, EarthLink Channel Chief, said, "EarthLink is ideally positioned to solve complex business challenges for companies with numerous, highly-distributed locations like Gold's Gym that require a scalable, centrally managed infrastructure. Strategic partners like Richardson Consulting Communications understand our true value to these multi-location service businesses and play a key role in leveraging our products and applications with these companies, helping drive growth in this sector."

About EarthLink

EarthLink (EarthLink Holdings Corp., NASDAQ: ELNK) provides managed network, security and cloud solutions for multi-location businesses. We help thousands of specialty retailers, restaurants, financial institutions, healthcare providers, professional service firms and local governments deliver a reliable and engaging customer experience in their stores and branch offices. We do so by building and managing [MPLS WAN networks](#), by providing virtualized infrastructure, [security](#), [hosted voice](#), [secure WiFi](#) and [compliance solutions](#), and by offering exceptional customer care. We operate a nationwide network spanning more than 28,000 fiber route miles, with 90 metro fiber rings and secure data centers that provide ubiquitous data and voice IP service coverage. Our EarthLink Carrier® division sells facilities-based wholesale

telecommunications to other providers and our award-winning Internet services connect hundreds of thousands of residential customers across the U.S. For more, visit www.earthlink.com and follow [@earthlink](#), [LinkedIn](#) and [Google+](#).

About Gold's Gym

Established in Venice, Calif. in 1965, Gold's Gym is the most recognized gym chain in the world with more than 725 locations in 38 states and 25 countries. Gold's Gym offers the latest equipment and services, including group exercise, personal training, cardiovascular equipment, group cycle, Pilates and yoga. With nearly 3 million members worldwide, Gold's Gym helps all kinds of people achieve their individual potential through fitness. For more information please visit www.goldsgym.com, www.facebook.com/goldsgym or www.twitter.com/goldsgym.

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SOURCE EarthLink Holdings Corp.

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Countries: United States

Industries: Telecommunications, Computer Electronics, Hardware & Software, Health Care, Multimedia, Internet & Wireless Technology

Languages: English

Primary Identifiers: ELNK-US

Related Identifiers: ELNK-US

Subjects: Licensing & Marketing Agreements