



NEWS RELEASE

Planet Fitness Ranked #1 For Fitness Centers In Newsweek's Inaugural List of America's Best Companies for Customer Service

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HAMPTON, N.H., Nov. 20, 2018 /PRNewswire/ -- Planet Fitness, Inc. (NYSE: PLNT) (the "Company"), today announced they have been named to Newsweek's inaugural 2019 list of America's Best Companies for Customer Service as the number one customer service provider for fitness centers.

The America's Best Customer Service 2019 ranking was identified in an independent survey from a sample of more than 20,000 U.S. customers who were asked whether they would recommend brands to friends or family, and assessed brands in quality of communications, technical competence, range of services, customer focus, and accessibility.

"Our goal is to deliver raving fan customer service to our members at all times and we are incredibly proud to top the list for fitness centers," stated Chris Rondeau, Chief Executive Officer. "Each day we are 110 percent focused on providing the best customer experience and value at an extremely affordable price, and engaging with our members in meaningful and positive ways, and this recognition is a testament to that ongoing work. Above everything else, I would like to thank our dedicated franchisees and team members across the country who are on the front lines of our customer service and experience and who strive to make the 'Judgement Free Zone' a welcoming and non-intimidating environment for our more than 12 million members."

In collaboration with analytics firm Statista, Newsweek selected America's Best Companies for Customer Service

based on an independent survey from a vast sample of more than 20,000 U.S. customers who have either made purchases, used services, or gathered information about products or services in the past three years. The survey was conducted on retailers and service providers from 141 categories, providing a broad-spectrum of customer experiences: traditional retail, online as well as service segments.

About Planet Fitness

Founded in 1992 in Dover, NH, Planet Fitness is one of the largest and fastest-growing franchisors and operators of fitness centers in the United States by number of members and locations. As of September 30, 2018, Planet Fitness had approximately 12.2 million members and 1,646 stores in 50 states, the District of Columbia, Puerto Rico, Canada, the Dominican Republic, Panama and Mexico. The Company's mission is to enhance people's lives by providing a high-quality fitness experience in a welcoming, non-intimidating environment, which we call the Judgement Free Zone®. More than 95% of Planet Fitness stores are owned and operated by independent business men and women.

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