



NEWS RELEASE

# Planet Fitness Announces Leadership Appointments

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Craig Miller Appointed Chief Digital & Information Officer; Rob Sopkin Appointed Chief Development Officer  
HAMPTON, N.H., Oct. 24, 2017 /PRNewswire/ -- Planet Fitness, Inc. (NYSE: PLNT), one of the largest and fastest-growing franchisors and operators of fitness centers in the U.S., today announced the appointments of Craig Miller as chief digital & information officer and Rob Sopkin as chief development officer. Mr. Miller will be responsible for driving the vision and leadership of the Company's technology innovation as well as managing its digital information systems, while Mr. Sopkin will lead the Company's strategic and aggressive system-wide expansion efforts.

Mr. Miller brings more than 20 years of experience in building industry-leading technology systems and innovative customer facing applications within prominent consumer companies. Most recently, he served as senior vice president and chief information and technology officer at Sonic Drive-In, where he was responsible for developing and executing technology transformation strategies and services, including customer experience, digital engagement, store operations, advanced analytics and corporate solutions. Prior to joining Sonic, he served as executive vice president and chief information officer at Movie Gallery/Hollywood Video where he led strategic planning and development for the implementation of a new retail technology portfolio for all business functions. Mr. Miller previously held several senior technology roles at Bank of America, PepsiCo and a software development firm that specialized in large-scale enterprise solutions and consumer products.

Mr. Sopkin joins Planet Fitness with approximately two decades of regional and national real estate and development experience. Most recently, he served as chief real estate officer at Dean & DeLuca, where he was responsible for all aspects of development, construction, design and facilities, and created a strategic growth plan

and store development organizational structure for the U.S. rollout of gourmet market stores and the launch of a new fast casual concept. Previously, Mr. Sopkin spent 18 years at Starbucks, most recently as the managing vice president of U.S. store development, leading U.S. store development and overseeing the integration of Starbucks' store development with licensed stores in Canada and internationally.

"As we continue to build upon our strong leadership team, these appointments will further support and drive our future growth. Craig and Rob are both highly accomplished leaders in their respective fields with exceptional experience delivering strong results to support leading brands," said Chris Rondeau, chief executive officer of Planet Fitness, Inc.

Rondeau continued, "Throughout his career, Craig has shown great leadership in his ability to work collaboratively with internal teams and franchisees in crafting a shared vision that ultimately drives significant improvements in both operating systems and the customer experience. Rob brings a wealth of development expertise in fast-paced retail environments having developed, implemented, and led incredibly successful market growth strategies at leading brands. I am excited to welcome both of them to the Planet Fitness team."

## About Planet Fitness

Founded in 1992 in Dover, N.H., 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 June 30, 2017, Planet Fitness had over 10 million members and 1,400 stores in 48 states, the District of Columbia, Puerto Rico, Canada and the Dominican Republic. 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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