



NEWS RELEASE

Planet Fitness Appoints Bill Bode To SVP Of Franchise Operations

12/6/2016

NEWINGTON, N.H., Dec. 6, 2016 /PRNewswire/ -- Planet Fitness, Inc. (NYSE: PLNT), one of the largest and fastest-growing franchisors and operators of fitness centers in the U.S., announced the appointment of Bill Bode as Senior Vice President of Franchise Operations. In this position, Mr. Bode will oversee operational performance and ongoing franchisee support.

Mr. Bode joins Planet Fitness from Dunkin' Brands where he held various senior leadership positions; most recently serving as the Regional Vice President of Dunkin' Donuts Northeast, where he was responsible for the operations of more than 2,600 Dunkin' Donuts restaurants in the region, more than 300 franchisee group and the field operations team. Prior to joining Dunkin' Brands, he was a Dunkin' Donuts franchisee in Richmond, VA.

"Bill's extensive experience brand building as both a franchisee and franchisor will be extremely valuable as we continue our strategic expansion across the U.S. and beyond," said Chris Rondeau, Chief Executive Officer of Planet Fitness, Inc. "Supporting our franchise partners and providing an exceptional member experience in our stores is paramount. Bill's leadership and deep understanding of franchise operations make him a strong addition to the Company, and I am thrilled to welcome him to our leadership team."

"I am honored to be joining Planet Fitness at such an exciting time in its growth and momentum," said Bill Bode. "I look forward to working hand in hand with our franchisees, and club and corporate team members, to help propel the growth of the Planet Fitness brand."

Mr. Bode's tenure with Dunkin' Brands included U.S. brand compliance and business development, store development, marketing and franchising. He attended the State University of New York at Buffalo where he studied finance and political science.

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 September 30, 2016, Planet Fitness had more than 8.7 million members and more than 1,200 stores in 47 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 90% of Planet Fitness stores are owned and operated by independent business men and women.

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