



NEWS RELEASE

Planet Fitness Expands Global Footprint to Mexico

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HAMPTON, N.H., Jan. 16, 2018 /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 upcoming opening of its first club in Monterrey, Mexico. The country's first Judgement Free Zone® in Santa Catarina is expected to officially open this spring.

Planet Fitness has over 10.5 million members with clubs located in all 50 states, Puerto Rico, Canada, the Dominican Republic and Panama. Founded in 1992, Planet Fitness is known for the combination of its high-quality fitness experience, affordable prices, and hassle-free, non-intimidating environment known as the Judgement Free Zone®.

"We are excited to announce our entrance into Mexico as we continue to extend our footprint and expand our brand internationally," said Chris Rondeau, chief executive officer of Planet Fitness. "We continue to see an increasing global enthusiasm for our brand and we look forward to entering this new market and introducing the Santa Catarina community to the Judgement Free Zone.®"

Each Planet Fitness location features the brand's iconic "Lunk Alarm" – a purple and yellow siren on the wall used as a light-hearted reminder that grunting, dropping weights or judging others is not permitted. As a member appreciation gesture, Planet Fitness Santa Catarina will provide free pizza on the first Monday of every month and free sweet bread, known locally as pan dulce, on the second Tuesday of every month while supplies last – a reminder that it's okay to treat yourself every once in a while after a good workout.

The Santa Catarina club will feature brand-name cardio and strength equipment, circuit training, fully-equipped

locker rooms with day lockers and showers, numerous flat screen televisions and free small group fitness instruction by certified trainers. PF Black Card® members will have the ability to bring a guest at no additional charge and have access to HydroMassage® recliners, massage chairs, PF Cuts, and much more. JEG-Fit LLC, a Planet Fitness franchisee group since 2011, is the owner and operator of the Monterrey location and currently owns 19 locations throughout Arizona and Washington.

To find a Planet Fitness club or learn more about the Judgement Free Zone®, please visit **PlanetFitness.com**.

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, 2017, Planet Fitness had approximately 10.5 million members and 1,432 stores in 49 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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SOURCE Planet Fitness, Inc.

McCall Gosselin, Planet Fitness, press@pfhq.com, 603-957-4650; Julia Young, ICR, julia.young@icrinc.com, 646-277-1280