



NEWS RELEASE

# Planet Fitness, Inc. Announces Filing of Registration Statement for Proposed Initial Public Offering

6/22/2015

NEWINGTON, N.H., June 22, 2015 (GLOBE NEWSWIRE) -- Planet Fitness, Inc. ("Planet Fitness" or the "Company") today announced that it has filed a registration statement on Form S-1 with the Securities and Exchange Commission relating to the proposed initial public offering of its Class A common stock. The number of shares to be offered and the price range for the proposed offering have not yet been determined. Planet Fitness, Inc. has applied to list its Class A common stock on the New York Stock Exchange under the ticker symbol "PLNT."

J.P. Morgan, BofA Merrill Lynch, Jefferies and Credit Suisse are acting as active book-running managers of the proposed offering with Guggenheim Securities, Robert W. Baird, William Blair and Piper Jaffray acting as junior book-running managers and Cowen & Company as a co-manager.

The offering will be made only by means of a prospectus. A copy of the preliminary prospectus related to the offering may be obtained, when available, from: J.P. Morgan Securities LLC, c/o Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, NY 11717, or by calling toll-free at (866) 803-9204; or BofA Merrill Lynch, 222 Broadway, New York, New York 10038, Attention: Prospectus Department or by emailing [dg.prospectus\\_requests@baml.com](mailto:dg.prospectus_requests@baml.com); or Jefferies LLC, Attention: Equity Syndicate Prospectus Department, 520 Madison Avenue, 2nd Floor, New York, NY 10022, by emailing [Prospectus\\_Department@Jefferies.com](mailto:Prospectus_Department@Jefferies.com), or by calling (877) 547-6340.

A registration statement on Form S-1 relating to the proposed offering has been filed with the Securities and Exchange Commission but has not yet become effective. The shares to be registered may not be sold nor may

offers to buy be accepted prior to the time when the registration statement becomes effective. This press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

#### 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 March 31, 2015, Planet Fitness had more than 7.1 million members and 976 stores in 47 states, Puerto Rico and Canada. 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®.

Jessica Liddell, ICR  
203-682-8208