



NEWS RELEASE

Planet Fitness, Inc. Launches Initial Public Offering

7/27/2015

NEWINGTON, N.H., July 27, 2015 (GLOBE NEWSWIRE) -- Planet Fitness, Inc. ("Planet Fitness" or the "Company") today announced that it has commenced an initial public offering of 13,500,000 shares of its Class A common stock. The underwriters will have a 30-day option to purchase up to an additional 2,025,000 shares of common stock. The price range for the initial public offering is currently estimated to be between \$14 and \$16 per share. The Company 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 proposed 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; or Jefferies LLC, Attention: Equity Syndicate Prospectus Department, 520 Madison Avenue, 2nd Floor, New York, NY 10022, by emailing 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 the registration statement becomes effective. This press release is being

made pursuant to and in accordance with Rule 134 under the Securities Act of 1933 and 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®.

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