



NEWS RELEASE

## Planet Fitness Opens 100th New York State Location In Brooklyn, NY

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NEWINGTON, N.H., Oct. 28, 2015 /PRNewswire/ -- New York continues to become a more judgement-free, less intimidating state for gym goers. Today, **Planet Fitness**, one of the largest and fastest-growing franchisors and operators of fitness centers in the United States, announced an exciting milestone with the recent opening of its 100th club in New York State located in Brooklyn at 1245 Fulton Street in Bed-Stuy.

The first Planet Fitness club in New York opened in July 2004. The brand has aggressively expanded throughout the state with the help of its passionate franchise partners, and by the end of 2010, had 53 locations. Since then, Planet Fitness has nearly doubled its presence in the state with 100 locations today, 36 of which are located in the five boroughs of New York City. PFNY, LLC, the first franchise group in New York, opened the first club in the state in 2004 and now the 100th club. They currently own and operate over 40 locations in the New York metro area.

System-wide, Planet Fitness has more than 1,000 locations in 47 states, Puerto Rico and Canada. Its first location in the Dominican Republic is expected to open in mid-November.

Planet Fitness has revolutionized the fitness industry with its combination of extremely low prices, high-quality equipment, and non-intimidating atmosphere called the Judgement Free Zone®. Membership offers a variety of benefits including state-of-the-art cardio and strength equipment, circuit training, fully equipped locker rooms, numerous flat screen televisions, unlimited small group fitness instruction by certified trainers, and more. New members can join the new Fulton Street Brooklyn Planet Fitness for only \$1 down and then \$10 a month with no commitment through November 24.

"Planet Fitness continues to grow throughout the country and internationally, and we are so excited to reach this milestone with our franchise partners in New York State," said Chris Rondeau, Planet Fitness' chief executive officer. "We look forward to continuing to grow the Planet Fitness brand, in New York and beyond, and making fitness non-intimidating and affordable for everyone."

For more information or to join online, please visit [www.planetfitness.com](http://www.planetfitness.com) or follow us on Facebook ([www.facebook.com/PlanetFitness](http://www.facebook.com/PlanetFitness)) and Twitter ([www.twitter.com/PlanetFitness](http://www.twitter.com/PlanetFitness)).

## About Planet Fitness

Founded in 1992 in Dover, N.H., Planet Fitness (NYSE: PLNT) is one of the largest and fastest-growing franchisors and operators of fitness centers in the United States by number of members and locations. With more than 1,000 locations in 47 states, Puerto Rico, and Canada, Planet Fitness' 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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