



NEWS RELEASE

Planet Fitness Reinforces Commitment to Judgement Free Fitness with Evolved Visual Identity and Enhanced Mobile App

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HAMPTON, N.H., Sept. 9, 2026 /PRNewswire/ -- **Planet Fitness**, Inc. (NYSE: PLNT) (the "Company") today announced an evolution of its brand identity and logo grounded in the welcoming energy and Judgement Free spirit of its clubs, and the momentum of its members around the world. The refreshed gear logo reflects movement, progress and the collective energy of the Planet Fitness community, complemented by a new custom font and an update to the brand's iconic purple and yellow color palette that reflects the warmth, energy, and optimism of Planet Fitness' clubs.

The refreshed identity, informed by member feedback, builds on the enhancements Planet Fitness has made across the member experience in line with consumer trends and preferences. Since 2025, the Company has expanded equipment offerings, refined club floor layouts to better reflect how members of all fitness levels train and rolled out new Black Card Spa® amenities such as red-light recovery.

"For more than 30 years, Planet Fitness has made fitness more approachable and accessible for all members, wherever they may be on their fitness journey," said Brian Povinelli, Chief Marketing Officer of Planet Fitness. "Our goal was to ensure that our evolved visual identity would continue to reflect our welcoming and supportive ethos while also allowing for a more seamless and flexible presentation of the brand across traditional marketing formats and digital channels. This refreshed identity is the culmination of a thoughtful process to elevate the member experience while staying true to the Judgement Free promise, and we look forward to rolling it out across our clubs

and platforms in the coming months."

Elevating the In-Club and Digital Member Experience

The Company today also announced an upgraded Planet Fitness mobile app designed to make the member journey easier from day one, with tools that help members plan their visits, navigate workouts and track progress. The new app features began to roll out today and will include:

- A redesigned member profile with seamless syncing across major wellness platforms and a home screen that changes when a member is in the club.
- Enhanced equipment-aligned tracking, allowing members to log weights, reps, and sets directly from their phones.
- An upgraded, real-time Crowd Meter to help members plan their visits with ease.

The evolved branding will start to appear this month across all new and remodeled clubs, marketing assets, social media, the PF App, and **PlanetFitness.com**, with key in-club touchpoints rolling out through the first quarter of 2027 in existing clubs. Planet Fitness' "thumbs up" icon will also remain part of the brand's identity, showing up in select places to remind members of the 30 years of motivation and positive reinforcement the gesture has provided.

For more information on Planet Fitness and to find a club near you, visit www.PlanetFitness.com.

About Planet Fitness

Founded in 1992 in Dover, NH, Planet Fitness is one of the largest and fastest-growing franchisors and operators of fitness centers in the world by number of members and locations. As of June 30, 2026, Planet Fitness had approximately 21.5 million members and 2,930 clubs in all 50 states, the District of Columbia, Puerto Rico, Canada, Panama, Mexico, Australia and Spain. 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®. Approximately 90% of Planet Fitness clubs are owned and operated by independent business owners.

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