



NEWS RELEASE

Planet Fitness Returns As 'The Biggest Loser' National Gym Partner For Fifth Year

12/28/2015

NEWINGTON, N.H., Dec. 28, 2015 /PRNewswire/ -- **Planet Fitness**, one of the largest and fastest-growing franchisors and operators of fitness centers in the United States, announced today that the brand will be the national gym partner of NBC's 'The Biggest Loser' for the fifth year in a row. Premiering Monday, January 4 (9-11 p.m. ET) with new host Bob Harper, 'The Biggest Loser' will feature an updated state-of-the-art gym powered by Planet Fitness.

The renovated "Biggest Loser" gym has modernized equipment to help contestants better achieve their fitness goals, including eight high-tech monitors on the walls of each side of the gym that will track contestants' calories as well as heart rates. During this season, segments will feature the contestants discussing their fitness progress and working out at their hometown Planet Fitness locations. In addition, the season will include clips highlighting Planet Fitness' 30-minute circuit and its easy-to-use equipment.

"Planet Fitness is known for our judgement-free, non-intimidating environment, and feeling comfortable working out is truly the first step toward setting and achieving your goals," said Jamie Medeiros, VP of National Marketing at Planet Fitness. "We are excited to join 'The Biggest Loser' for another season as the national gym partner, and this year's contestants are a testament to the fact that with support and encouragement, anything is truly possible."

In the 17th season of 'The Biggest Loser,' Dolvett Quince and Jen Widerstrom return to train eight contestant teams of two, all with compelling stories. Seven teams (spouses, parent/adult child, siblings, relatives, best friends) will know each other, but one team will be two strangers – former "Celebrity Apprentice" contestant and the original "Survivor" winner, Richard Hatch, and 'The Voice' season two semi-finalist Erin Willett. The two share the same goal

as the other 14 contestants – to change their lives and get healthy. Additionally, this season's theme is 'Temptation' and contestants will learn how to deal with all kinds of temptations in the real world, ranging from food to money.

Planet Fitness has revolutionized the fitness industry with extremely low prices (\$10 or \$19.99 a month) and offers a variety of benefits including a hassle-free, non-intimidating environment called the Judgement Free Zone®, state-of-the-art cardio and strength equipment, fully equipped locker rooms, flat screen televisions, unlimited small group fitness instruction by a certified trainer and much more.

"The Biggest Loser" is licensed by Universal Partnerships & Licensing in association with Endemol Shine North America, the producers of "The Biggest Loser."

© 2015 Universal Television LLC & Reveille LLC; The Biggest Loser is a trademark of Reveille LLC and its related entities, and is used under license. All rights reserved.

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 and the District of Columbia, Puerto Rico, Canada, and the Dominican Republic, 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.

About Endemol Shine North America

Endemol Shine North America delivers world-class content and compelling storytelling to multiple platforms in the U.S. and across the globe. Endemol Shine North America is part of Endemol Shine Group, the newly launched global content creator, producer and distributor with a diverse portfolio of companies in the U.S. that are behind some of the most prominent hit television formats and series in the world. Its Endemol Shine Studios division develops and produces original scripted television programming in the U.S. for global exploitation and Endemol Shine Latino oversees all Spanish-language sales and development in both the U.S. and all Latin America. Subsidiary production companies include Authentic Entertainment, Original Media, True Entertainment and 51 Minds Entertainment. In addition, Endemol Shine North America has a strategic partnership with Ryan Seacrest Productions.

About Universal Partnerships & Licensing

Universal Partnerships & Licensing (UP&L) oversees NBCUniversal's consumer product and digital licensing for

Universal Pictures, NBC Television, Focus Features and Sprout Channel. This dedicated division is also responsible for film, home entertainment, and television promotions. UP&L is part of NBCUniversal. NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation.

Contact

McCall Gosselin

Planet Fitness

Director of Public Relations

603-750-0001 x199

McCall.Gosselin@pfhq.com

Logo - <http://photos.prnewswire.com/prnh/20130109/NE34800LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/planet-fitness-returns-as-the-biggest-loser-national-gym-partner-for-fifth-year-300197224.html>

SOURCE Planet Fitness