



NEWS RELEASE

## Planet Fitness to Open First Dominican Republic Location in Santo Domingo

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NEWINGTON, N.H., Oct. 15, 2015 /PRNewswire/ -- Planet Fitness, Inc. (NYSE: PLNT), one of the largest and fastest-growing franchisors and operators of fitness centers in the U.S., today announced the upcoming opening of its first club in the Dominican Republic. This marks the Company's second international expansion, with its first international locations opening in Canada within the past year.

The new club will be located at the Silver Sun Gallery Mall in Santo Domingo (Av. Tiradentes #32 Esq. Gustavo Mejia Ricart, Ens. Naco) and is scheduled to officially open in mid-November. Local residents can take advantage of special pre-opening membership offers by visiting the club's presale office in person beginning October 17. A second Santo Domingo club is slated to open in late 2016.

"We are excited to bring the Planet Fitness experience to the Santo Domingo community with the opening of our first club in the Dominican Republic," said Chris Rondeau, chief executive officer of Planet Fitness. "This international expansion is a testament to our strategy of capitalizing on new market opportunities where we believe that our innovative health club concept will be well-received; in addition to continuing to build-out existing markets. Working with our experienced franchise partners, we look forward to building on the success we have achieved in the U.S., Puerto Rico, and Canada and providing a judgement free, high-quality fitness experience that is affordable for everyone."

The new Santo Domingo location is owned and operated by veteran franchisees, Rick and Kim Sciacca, and partner, Glenn Dowler. The Sciaccas pioneered the brand's entrance into the Puerto Rican market in 2011 where they

currently operate eight locations. The 22,000 sq. ft. Santo Domingo club is complete with brand name cardio and strength equipment, circuit training, fully equipped locker rooms with day lockers and showers, numerous flat screen televisions, and unlimited small group fitness instruction by certified trainers that is included in every membership. Additionally, the Black Card® Spa area offers HydroMassage® beds, new HydroMassage® recliners, massage chairs, and more.

"We're thrilled to bring the Planet Fitness concept to the Dominican Republic and fill the need in the market for a high-quality and affordable fitness experience," said Rick Sciacca. "With eight thriving clubs in Puerto Rico, we believe Planet Fitness will be well-received by those in the community looking for a welcoming and non-intimidating fitness environment."

Planet Fitness prides itself on providing a high-quality experience at an exceptional value where members experience a hassle-free, non-intimidating environment called the Judgement Free Zone®. Each club also features the brand's iconic "Lunk Alarm" – a purple and yellow siren on the wall used as a light-hearted reminder that grunting, dropping weights or judging others is not permitted. As a member appreciation gesture, Planet Fitness also provides free pizza on the first Monday of every month, and free bagels on the second Tuesday of every month while supplies last, as a reminder that it's okay to treat yourself every once in a while after a good workout.

## 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. For more information, visit [www.planetfitness.com](http://www.planetfitness.com).

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