NEWS RELEASE

Planet Fitness to Present at the 2018 ICR Conference

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HAMPTON, N.H., Jan. 8, 2018 /PRNewswire/ -- Planet Fitness, Inc. (NYSE: PLNT), one of the largest and fastest-growing franchisors and operators of fitness centers in the U.S., announced today that the Company will participate in the 2018 ICR Conference, held at the JW Marriott Orlando Grande Lakes in Orlando, Florida. Management is scheduled to present on Tuesday, January 9, 2018 at 2:00 p.m. Eastern Time. A live webcast of the presentation will be available at **http://investor.planetfitness.com**.

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 September 30, 2017, Planet Fitness had approximately 10.5 million members and 1,432 stores in 49 states, the District of Columbia, Puerto Rico, Canada and the Dominican Republic. 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®. More than 95% of Planet Fitness stores are owned and operated by independent business men and women.

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SOURCE Planet Fitness, Inc.

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