

PRESS KIT

OUR STORY

Planet Fitness was founded in 1992, in Dover, NH by brothers Michael and Marc Grondahl. In the beginning, the gym had heavy free weights, juice bars, group exercise classes, daycare and more. It was essentially a place where the fit got fitter, and like every other gym in its small hometown, it was fighting for the same customer by catering to the approximately 15-20% of the population in the U.S. who worked out and belonged to a health club.

In 1993, the Grondahl brothers hired Chris Rondeau, Planet Fitness' current CEO, to work the front desk. Rondeau and the Grondahls quickly recognized that there was a greater opportunity to serve a much larger segment of the population. They asked themselves, "Why does 80-85% of the population not belong to a gym?" The answer? First-time and casual gym users didn't like the "look at me" attitudes and behaviors found in typical gyms, and they didn't want to have to pay a lot of money to give fitness a try.

So together they completely changed the gym environment, both in attitude and format, creating the non-intimidating, low-cost model that has revolutionized the gym industry. Planet Fitness became known as the "Judgement Free Zone®" – a welcoming and friendly community where people could feel comfortable regardless of their fitness level. To focus more on what first timers and casual gym goers really wanted – cardio, circuit training and light free weights – they removed group exercise, daycare, heavy free weights, etc. and reallocated that space accordingly. Because more room was made for cardio equipment, they didn't have to put time limits on popular equipment and members didn't have to wait to work out. Removing heavy free weights also helped get rid of intimidating "Lunk" behaviors, like grunting and dropping weights.

To top it off, they slashed standard membership fees to only \$10 per month so that anyone could join without having to sacrifice the quality of the facilities or experience. (Eventually they added a second membership option – the PF Black Card® for \$22.99 a month – that offered additional amenities like the ability to use any Planet Fitness club, HydroMassage®, massage chairs, tanning and being able to bring a guest any time for free.) While the industry thought they were crazy, the response to the new fitness model was incredible. Memberships drastically increased and they were attracting more members than ever before. In order to continue to grow, they decided to begin franchising, knowing that if the Planet Fitness model could be successful in New Hampshire with a small population, it could be replicated, and likely even more successful in larger markets. They were also confident that gym intimidation existed amongst all ethnicities, demographics and income levels, so the demand for the Planet Fitness model would span all markets.

In addition to the clean, spacious, and comfortable environment Planet Fitness provides its members in club, the free Planet Fitness App provides members and nonmembers more than 500 exercises for all levels and interests – it's like having the gym in your pocket! The PF App also offers touchless check-in, where members can scan their digital key tag to check into the front desk. Lastly, the Crowd Meter on the app allows members the ability to check club capacity in real-time before leaving the house. Don't forget to download the free PF App!

Today, Planet Fitness has become 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 2,100 locations* in all 50 states and the District of Columbia, Puerto Rico, Canada, Panama, Mexico, and Australia.* Planet Fitness has continued to spread its unique mission of enhancing people's lives by providing an affordable, high-quality fitness experience in a welcoming, non-intimidating environment.

* As of September 30, 2021

WHY WE'RE DIFFERENT

1 Judgement Free Zone®: Planet Fitness created the Judgement Free Zone® because we believe anyone, of any fitness level, should feel accepted and respected when they walk into a gym. Our non-intimidating, welcoming environment fosters a sense of community among all members and encourages them to work toward their health and fitness goals – no matter how big or how small.

2 Distinct club experience: Planet Fitness' bright and spacious clubs offer members a large selection of high-quality, brand name cardio, circuit and weight-training equipment for all fitness levels, including first-time and casual gym users.

3 Exceptional value for members: Memberships are available for only \$10 per month and include unlimited fitness instruction in small groups through our pe@pf program. PF Black Card® memberships are \$22.99 a month and include the ability to bring a guest every day at no additional charge, access to all 2,100+ Planet Fitness locations, and additional amenities such as massage beds and chairs. The majority of clubs are open and staffed 24/7, giving members the ultimate flexibility in their schedules.

Learn more about what sets our Planet apart [HERE*](#)

* <https://vimeo.com/166265720>



OUR PLANET KEEPS GROWING

2,193

locations* & growing

103

corporate-owned locations with the remainder operated by independent franchise owners

50

states, the District of Columbia, Puerto Rico, Canada, Panama, Mexico, and Australia*

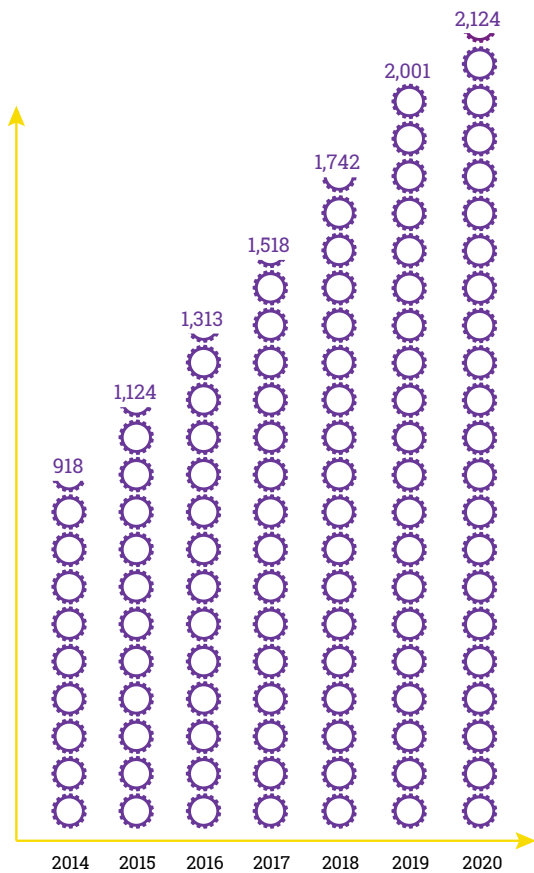
More than
90%

of new stores were opened by existing franchisees in 2020

More than
95%

of Planet Fitness stores are owned and operated by independent business men and women

Store growth over the past 7 years*



Awards & Accolades

NEWSWEEK

AMERICA'S BEST CUSTOMER SERVICE

2021: **#3**

(FITNESS CATEGORY)

ENTREPRENEUR

FRANCHISE 500 FASTEST GROWING FRANCHISE

2020: **#6**

FRANCHISE TIMES

TOP 200

2020: **#47**

FRANCHISE TIMES

FAST & SERIOUS


2021: **#23**

More than 14.1 million members and counting!*

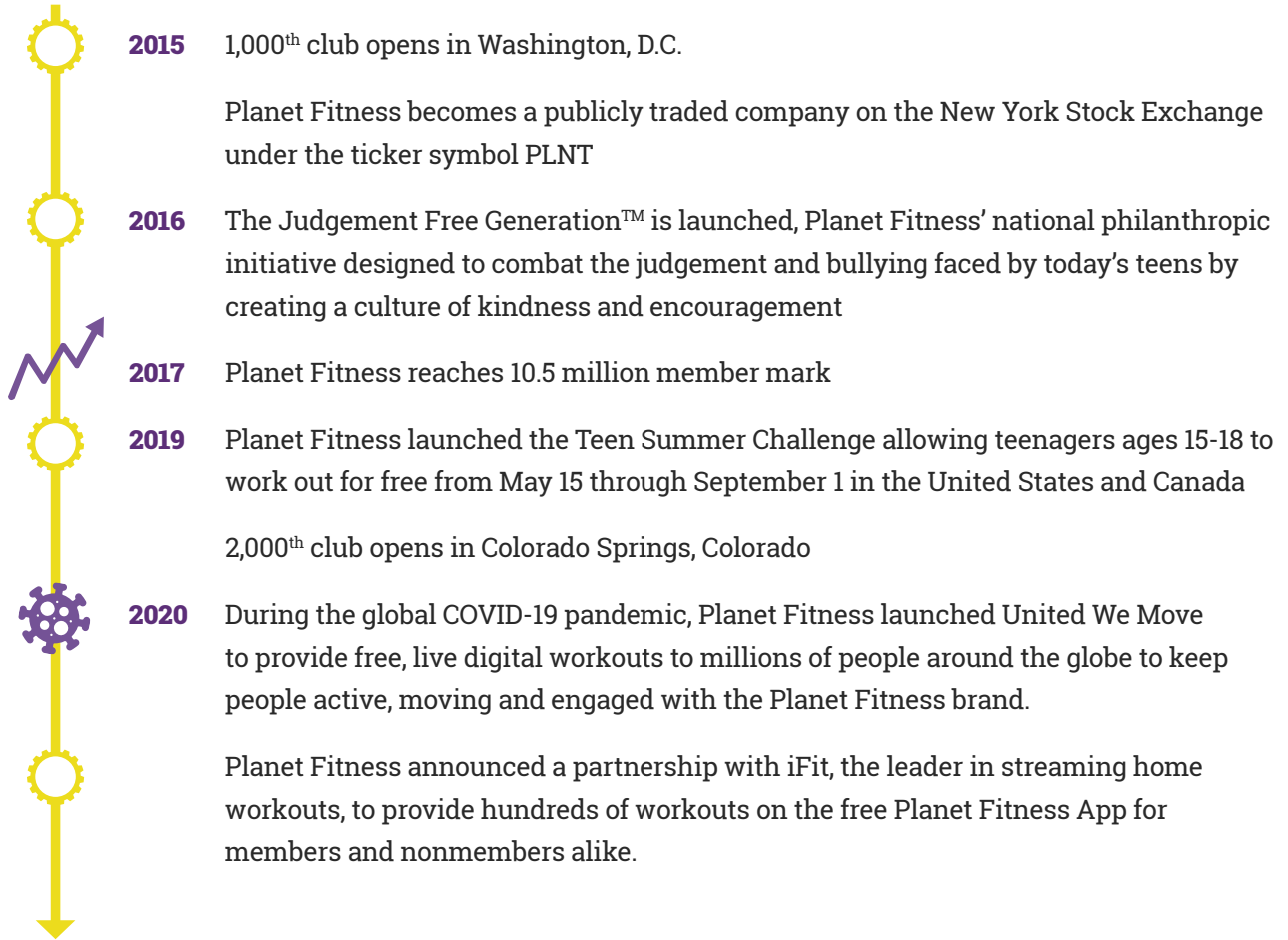
* As of September 31, 2021

Planet Fitness. planetfitness.com

TIMELINE

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- 1992** The first Planet Fitness opens in Dover, New Hampshire
- 1993** UNH student Chris Rondeau (now CEO) takes front-desk job at Dover gym
- 1996** Planet Fitness introduced Tootsie Rolls at the front desk as a way to foster staff and member interaction. Clubs originally also offered a yellow banana flavored Tootsie Roll (until it was discontinued), in addition to the current grape and traditional chocolate flavor
- 1997** Planet Fitness unveils the Judgement Free Zone® philosophy as a way to make first-time gym users feel comfortable joining and starting their fitness journey
- 1999** In Concord, NH, after a daylong shortage of hot water, members were thanked for their patience with free pizza. The popularity of the giveaway led to once-a-month pizza night in all locations
- 2003** The first Planet Fitness franchise opens in Altamonte Springs, FL
- 2005** The PF Black Card® was introduced. For \$22.99, PF Black Card® members can workout at any Planet Fitness in the system, bring a guest at no additional charge, and have access to amenities including HydroMassage, massage chairs, tanning, and more
- 2006** 100th club opens in Logan, UT
- 2011** Planet Fitness opens its first location outside the continental United States in Carolina, Puerto Rico
- Planet Fitness launches its first-ever national advertising campaign – the “Lift Things Up” television commercial
- 2012** Planet Fitness partners with TSG Consumer Partners
500th club opens in Morton Grove, IL
- 2013** Chris Rondeau is named Chief Executive Officer
Planet Fitness evolves its marketing and unveils the “No Gymtimidation” advertising campaign
- 2014** 1st international location opens in Toronto, Ontario, Canada

TIMELINE



FUN FACTS



Why purple and yellow?

Creates a bright, fun and welcoming environment

Why the gear?

Symbolism for movement

Why the thumbs up?

Positivity!

The Judgement Free Zone

philosophy was launched in 1997. The same year Leonardo DiCaprio set sail on the Titanic.



Membership is

just \$10 a month – that's the cost of two, medium fancy lattes!



Our spelling of “**Judgement**” (with an ‘e’) was actually a mistake back in the beginning. We considered changing it, but we think it makes us different and really fits with our judgement free personality. 😊



Nearly **8 million** workouts take place at Planet Fitness each week*.

More than 75% of Planet Fitness franchisees did not come from the gym industry.

Some of our franchisees are former fighter pilots, doctors, investment bankers, economists, and lion tamers. (Just kidding about that last one)

75%

Pizza Night is the first Monday of every month.

On average, a club serves more than 5,500 slices of pizza per year – that's more than 9 million slices served at Planet Fitness a year.



Bagels are served on the second Tuesday of every month.

Each club serves more than 2,600 bagels per year – that's more than 4 million bagels served at Planet Fitness a year.

GIVING BACK

What is The Judgement Free Generation®?

The Judgement Free Generation is Planet Fitness' national philanthropic initiative designed to combat the judgement and bullying faced by today's youth by creating a culture of kindness and encouragement. Our mission is to empower a generation of teens to grow up contributing to a more judgement free planet – a place where everyone feels accepted and like they belong.



Why Anti-Bullying, Pro-Kindness?

As the home of the Judgement Free Zone®, inclusion is at the center of our brand. Bullying has become an all-too-common issue in our society, and we believe that together, we can help make a positive impact in our local communities.

Who is our partner?

Boys and Girls Clubs of America (BGCA), the nation's leading youth development organization, supporting millions of teens and kids during the critical out-of-school time.



The Details:

Through our corporate support and fundraising efforts, we are:

- Promoting kindness and inclusion, through anti-bullying tools and resources available to Boys & Girls Clubs across the country.
- Funding first-of-its-kind training for Boys & Girls Clubs' staff and youth leaders to create the positive, judgement free environments that will help kids thrive.
- Rallying our franchisees, members, and team members to raise funds toward programming that will help to make our judgement free mission a reality.
 - Awarding \$500,000 to date in scholarships to youth who promote inclusion in their communities.
 - Building more than 30 Mini Judgement Free Zone fitness centers in select Boys & Girls Clubs.

THE FACTS:

One in five teens experiences bullying¹

Bullying is the **#1** concern for parents²

It's been proven that being kind to others has profound and measurable **physical and mental** benefits³

Research shows that bullying can be prevented through **simple acts of kindness**, and bullying prevention approaches based in community and compassion have shown a **96% success rate**⁴

¹ Centers for Disease Control and Prevention

² The Healing Power of Doing Good

³ Edutopia

⁴ No Bully

To date, the Planet Fitness community has contributed more than \$5 million in support of Boys & Girls Clubs of America and local Boys & Girls Clubs.

REAL STORIES FROM REAL MEMBERS



JIM

Jim from Omaha, NE struggled with his weight his whole life, but after becoming a father he realized he needed to make a change and get healthy. The journey did not come easy. Like many, Jim was intimidated to go to the gym but he pushed past that fear and anxiety and committed himself to walking one mile on a treadmill. The endorphin rush of taking that first step led Jim to become a regular at his local Planet Fitness. After one year and more than 200 pounds, Jim is determined to keep going and never give up on his goals. By sharing his story, Jim hopes he can inspire others to do the same.



GINA

Gina, a mother from Pensacola, FL has lost more than 135 pounds! She topped the scale at 285 pounds and has battled a host of health issues. No longer allowing herself to be put at risk, Gina decided to change her life. Now, with good eating habits and a strong-willed commitment to her local Planet Fitness, Gina has accomplished her goals. Gina encourages others not to think so much about the future, but take a small step today to be healthy for tomorrow.



MEL

Melissa (Mel) from Fort Wayne, IN is a hardworking, selfless mother who has always wanted the best for everybody else. Because of this attitude, fitness and health always fell to the backburner. At one point menial tasks like going up and down the stairs were exhausting. The turning point came with the passing of her best friend, and she became dedicated to changing her ways and losing the weight. Approximately 100 pounds later, Melissa is a constant gym-goer at her local Planet Fitness and is proud to show off her smaller jeans and new figure. Melissa hopes her story will bring courage to others to take the first step in reaching their goals.

Anything is possible in a Judgement Free Zone.

To read more inspiring stories and see the success you can achieve without gymtimidation, visit [PlanetOfTriumphs.com](https://www.planetfitness.com) where real Planet Fitness members are posting every day.

THE LEADERS OF OUR PLANET



Chris Rondeau, Chief Executive Officer

Chris Rondeau has served as the Chief Executive Officer of Planet Fitness since January 2013. Prior to that he served as the Chief Operating Officer since 2003. Mr. Rondeau joined Planet Fitness in 1993, working the front desk at the very first location in Dover, NH, one year after the original founders, Michael and Marc Grondahl, started the Company in 1992. Today the brand has over 2,000 locations system-wide.

Throughout the years, Chris played a critical role in developing and refining the unique, low-cost/high-value business model and lean operating system that revolutionized both the fitness and franchising industry. Under Rondeau's leadership, Planet Fitness has experienced tremendous growth and has been recognized for many accolades including, Entrepreneur Franchise 500 – Fastest Growing Franchise List, Franchise Times' Top 200, Forbes' America's Best Franchises, Newsweek Best Customer Service, and Best Places to Work in New Hampshire. An innovative entrepreneur, Mr. Rondeau was honored as an EY Entrepreneur of the Year and inducted into the UNH Alumni Entrepreneur Hall of Fame. Mr. Rondeau also received an honorary doctorate degree from Philadelphia University and received the University's honorary innovation medal. In 2020, he joined the International Franchise Association (IFA) Board of Directors; board members are drawn from a world-class set of franchise brands.



Dorvin Lively, President

Dorvin Lively joined Planet Fitness in July 2013 and currently serves as our President, previously serving as our Chief Financial Officer and President. Mr. Lively, a 30-year veteran of corporate finance for various retail and consumer-products companies, leads our finance, treasury, financial planning and supply chain functions, and oversees strategic and long-term planning. Prior to joining Planet Fitness, from August 2011 to July 2013, Mr. Lively served as Executive Vice President, Chief Financial Officer, interim Chief Executive Officer and Chief Administrative Officer for RadioShack Corporation. In these positions, Mr. Lively led the company's finance, treasury, financial planning, investor relations, supply chain, and dealer franchise functions. Prior to RadioShack, Mr. Lively served as Chief Financial Officer at Ace Hardware Corp. His experience also includes previous positions at Maidenform Brands, Toys R Us, The Reader's Digest Association, and Pepsi-Cola International. Mr. Lively is a Certified Public Accountant (Inactive) and received his Bachelor's Degree from the University of Arkansas.



Bill Bode, Chief Operations Officer

Bill Bode has served as Planet Fitness Chief Operations Officer since December 2020. In this role, he leads our Franchise Operations, Corporate Operations and Vendor teams. He joined Planet Fitness in 2016 as the Senior Vice President of Franchise Operations. Prior to joining Planet Fitness, Mr. Bode held several senior leadership positions at Dunkin' Brands, including serving as Regional Vice President of Dunkin' Donuts Northeast where he was responsible for overseeing the operations of more than 2,600 restaurants. Throughout his tenure at Dunkin' Brands, Mr. Bode was also responsible for U.S brand compliance and business development along with leadership positions overseeing training, store development, marketing, and franchising. Prior to joining Dunkin' Brands, he was a Dunkin' Donuts franchisee in Richmond, VA.

THE LEADERS OF OUR PLANET



Tom Fitzgerald, Chief Financial Officer

Tom Fitzgerald joined Planet Fitness in 2020 as the Company's Chief Financial Officer. In this role, he is responsible for all aspects of financial strategy and management. Mr. Fitzgerald has over 30 years of leadership experience in financial management in the retail industry, most recently serving as Chief Financial Officer and Senior Vice President at Potbelly Sandwich Works. Prior to Potbelly, he served in varying executive roles at Charming Charlie Inc. including President and Chief Financial Officer, and Chief Administrative Officer. Previously, Mr. Fitzgerald served as Chief Administrative Officer of Sears Canada. Additionally, he held several leadership positions at Liz Claiborne, was Chief Financial Officer at Burlington Coat Factory, and served as Chief Operating Officer of Bath & Body Works. Mr. Fitzgerald began his career at PepsiCo, where he held various leadership roles in finance and planning. Mr. Fitzgerald holds an MBA in Finance from Indiana University Kelley School of Business and received his Bachelor's degree in Finance from the University of Florida.



Kathy Gentilozzi, Chief People Officer

Kathy Gentilozzi joined Planet Fitness in 2019 as the Company's Chief People Officer. In this role, she oversees general HR operations, talent acquisition, leadership development, business partner support, culture and employee engagement, benefits and compensation. Ms. Gentilozzi has more than 30 years of Human Resources leadership experience at national retail brands, most recently serving as Executive Vice President of Human Resources at FULLBEAUTY Brands where she led all HR initiatives to support 2,000 associates. Prior to that, Ms. Gentilozzi served as Senior Vice President of Human Resources at Aéropostale, supporting over 25,000 employees in 1,000 retail locations throughout the U.S., Canada, and Puerto Rico. She also served as Senior Vice President of Human Resources at Macy's Inc., and has held various leadership positions at The May Department Store Company, including corporate and division roles. Ms. Gentilozzi is a certified Senior Professional in Human Resources (SPHR). She received her Bachelor's degree from Eastern Connecticut State University.



Sherrill Kaplan, Chief Digital Officer

Sherrill Kaplan joined Planet Fitness in June 2021 as Chief Digital Officer. In this role, she is responsible for driving our digital vision and strategy, including leading the continuous enhancement of our mobile app, with a focus on consumer engagement, loyalty and a differentiated omni-channel experience to accelerate Planet Fitness' growth and success. Ms. Kaplan has over 20 years of experience, most recently serving as Global Marketing Operations Advisor for Advent International, a global private equity firm. Previously, she served as Head of Marketing and Sales for Zipcar, the world's leading car-sharing network, where she was a key member of the executive leadership team responsible for demand and revenue generation and all marketing functions. Prior to that, she served as the Vice President of Digital Marketing & Innovation at Dunkin' Brands where she was responsible for developing and marketing Dunkin's digital platforms, including the DD Mobile app and the DD Perks loyalty program. Earlier in her career, Ms. Kaplan held several digital and marketing leadership roles at global brands including American Express and Citi, Inc. She serves as an independent member of the Fiesta Restaurant Group Board of Directors, as well as the Massachusetts Innovation & Technology Exchange (MITX). Ms. Kaplan holds a B.S. from Boston University and an M.B.A. from the University of Denver, Daniels College of Business.



Ray Miolla, Chief Development Officer

Ray Miolla joined Planet Fitness in June 2018 as our Chief Development Officer, responsible for driving strategic initiatives to fuel the Company's overall system-wide growth. With more than 20 years of experience in real estate and development, Mr. Miolla most recently served as Senior Vice President, Global Real Estate, Store Development and Franchise Services at Gap, Inc., responsible for all brands including Gap, Banana Republic, Old Navy, Athleta and outlet stores. While at Gap, Inc., he opened more than 150 new stores annually worldwide and grew the franchise business to more than 400 locations in over 40 countries. He previously served as Vice President, Real Estate, Franchise and Business Development for Jamba Juice and also spent nearly a decade with Burger King, eventually overseeing more than 1,800 franchise locations and staff in all major operating areas. Mr. Miolla received his Bachelor's degree from Middlebury College and his J.D. from Boston University School of Law.

THE LEADERS OF OUR PLANET



Jeremy Tucker, Chief Marketing Officer

Jeremy Tucker has served as our Chief Marketing Officer since November 2019. In this role, he is responsible for overseeing the Company's national and local marketing, branding, creative development and media, digital and social media, brand partnerships and sponsorships, communications, and corporate social responsibility. Mr. Tucker has nearly 20 years of experience across large-scale, global industries, most recently serving as Vice President, Marketing Communications & Media for Nissan North America where he served as the U.S. head of marketing. Previously, Mr. Tucker served as Vice President, Strategic Marketing for The Walt Disney Company and he has also held a number of marketing leadership roles at PepsiCo. Mr. Tucker has an MBA in Marketing from Southern Methodist University and holds dual Bachelor's degrees in Business and Fine Arts from Louisiana State University.



Mary Bradley, SVP of Corporate Clubs

Mary Bradley joined Planet Fitness as SVP of Corporate Clubs in April of 2021. In this role she leads our Corporate Clubs and Operations teams. Ms. Bradley has more than 20 years of experience in the retail and hospitality industry where she has held senior leadership positions both in public and private equity structures. Most recently she held the role of Head of North America Café & Retail for Godiva Chocolatier, where she led the café/retail organization of more than 2,000 employees throughout the U.S., Canada, and Puerto Rico, as well as store development and real estate teams. Prior to that she led operations for Peet's Coffee wholesale and licensed division of more than 1,200 accounts where she was responsible for the strategic development and launch of the café partnership with Capital One Bank. Earlier in her career Ms. Bradley held several field leadership roles at Starbucks within their high growth and complex markets. Throughout her career Ms. Bradley's focus has been on building strong operational infrastructure within organizations, as well as developing a performance driven culture through the teams she leads.



McCall Gosselin, SVP Communications and Corporate Social Responsibility

McCall Gosselin joined Planet Fitness in January 2013 and currently serves as SVP of Communications and Corporate Social Responsibility, bringing more than 15 years of experience to the brand. In this role, she is responsible for all aspects of the company's internal and external communications, including public relations, crisis management, executive communications, philanthropy, community relations and sustainability. Prior to Planet Fitness, Ms. Gosselin spent 6 years on the global communications team at Dunkin' Brands. Prior to Dunkin', she worked at various communications agencies in both Boston and Washington, DC on behalf of leading global brands. Ms. Gosselin received her Bachelor's degree in Public Communications from American University in Washington, DC. She currently serves on the Board of Directors for the Boys & Girls Clubs of Manchester, NH.



Chris Lavoie, SVP Technology

Chris Lavoie joined Planet Fitness in 2014 and currently serves as SVP, Technology. In this role, he is responsible for the strategic direction and management of the enterprise technologies that enable the Company's strategic growth and enhance the experience for both members and employees. Mr. Lavoie leads technology strategy, software and data engineering, enterprise systems, emerging new technologies and innovation, corporate standards, and general IT operations. He has more than 20 years of experience in a variety of enterprise and consumer-facing technology leadership roles, and previously served as Director of Application Development and ERP with Enterasys Networks. Mr. Lavoie received his Bachelor's degree in Mathematics from the University of New Hampshire.



Brian O'Donnell, VP, Chief Accounting Officer

Brian O'Donnell joined Planet Fitness in February 2016 and currently serves as VP, Chief Accounting Officer. In this role, he oversees the Company's accounting and treasury functions. Mr. O'Donnell has nearly 20 years of experience in a variety of finance and accounting roles. Prior to joining the Company, Mr. O'Donnell most recently served as Vice President of Finance and Chief Accounting Officer at Sonus Networks. Prior to Sonus, he worked for more than 10 years in public accounting with both Deloitte and Touche and Arthur Andersen. Mr. O'Donnell holds a CPA and received his Bachelor's degree in Accounting from Assumption College in Massachusetts.



Jennifer Simmons, SVP Business Strategy & Analytics

Jennifer Simmons joined Planet Fitness in November 2013 and currently serves as SVP, Business Strategy & Analytics. In this role, she leads the data analytics function that supports business performance and strategic decision making, and is responsible for facilitating the ongoing development, communication and execution of the corporate strategic plan. Prior to joining Planet Fitness, Ms. Simmons worked in Finance and Business Planning roles for Timberland, PepsiCo, and Fisher Scientific International. Ms. Simmons has an MBA in Finance from the University of New Hampshire and holds dual Bachelor's degrees in Economics and Sociology from Indiana University.



Justin Vartanian, General Counsel

Justin Vartanian serves as our General Counsel and has been with the company since March of 2014. Justin played a critical role in the company's initial public offering in August of 2015 and has since overseen all public company, corporate governance and franchising matters as a key member of the company's leadership team. Prior to joining Planet Fitness, Justin was a corporate attorney at Devine Millimet. He also currently serves on the Board of Directors of the NH/VT Region of the American Red Cross.



Working on a story? We're happy to help.

Email us at press@pfhq.com

planetfitness.com