

Orangetheory Fitness: 1,000 Studios ... and Counting

Grand opening in Portland, Oregon is major milestone for one of the world's fastest-growing franchise companies

BOCA RATON, Fla., July 23, 2018 /PRNewswire/ -- Rose City residents can now get #1000xMoreLife from their workouts with the grand opening of Portland's third Orangetheory Fitness studio, the 1,000th globally for one of the world's fastest growing franchise companies.

At a ribbon-cutting event held July 21st at the gleaming new studio's 888 SE 9th Avenue location in the Central Eastside's Buckman neighborhood, special guests joined Orangetheory Fitness CEO & Co-Founder Dave Long in celebrating the company's unique trifecta of science, coaching and technology. After snapping photos on the appropriately themed Orange Carpet, they enjoyed, first-hand, the Orangetheory method for how to run, lift and sweat to become better versions of themselves – regardless of fitness level.

"It's fitting that we are celebrating this milestone here in Portland, a city that shares our passion for achieving *More Life* through greater health and vitality," said Long. "With today's Portland grand opening taking us to 1,000 studios, we're well on our way to our goal of operating 2,500 studios – serving 2.5 million members – by 2020."

In just eight years, Orangetheory Fitness has risen to #48 on the 2018 Franchise 500 Ranking by *Entrepreneur*. The company's 1,000 studios are in 49 states and 18 countries, including U.S., Canada, U.K., Australia, Mexico, Dominican Republic, Colombia, Japan, Israel, Peru and Chile. The company has over 500 studios in the development pipeline. Its rapid growth also earned a #1 ranking on *Franchise Times'* 2018 Fast & Serious list, which recognized the company as the smartest-growing brand in the industry.

This past Saturday, Orangetheory opened the doors to its



1,000th studio - located in Portland, Oregon. The opening of the 1,000th studio aims to expand Orangetheory's community and encourage more life to all through the science-backed, technology tracked workout. (Left to right: Kevin Keith, Paul Reuter, Dave Hardy, Dave Long, Jamie Weeks, Jerome Kern, Dave Carney). Photo by Andrew Wrisley

The Portland studio's franchisee is Jamie Weeks, CEO of Honors Holdings, which owns and operates 52 Orangetheory Fitness studios, with 13 more in development, across the U.S. "I know Portlanders will appreciate just how impactful – and fun – Orangetheory workouts are for anyone," said Weeks. "Young and old, fit or striving-to-be, members will see that our one-hour workout pushes you to be your personal best." Last year, Weeks signed on as a master franchisee to open 70 studios over the next decade throughout Southern England, including at least 30 studios in London.

Fitness-minded consumers of all ability levels are drawn to Orangetheory Fitness for its science-based, full-body workout led by highly-trained coaches in a welcoming yet challenging fitness environment. Designed by renowned physiologist Ellen Latham and backed by an esteemed Medical Advisory Board, the brand's heart rate-based interval training is centered on the science of Excess Post-Exercise Oxygen Consumption (EPOC), which enables participants to burn more calories long after the workout is over.

Twelve minutes in the Orange Zone raises the heart rate, enabling more calories to burn for up to 36 hours. Another key to the process, and the results it generates, is connected technology; specially-designed wearable heart-rate monitors track progress during the workout and over time. Each Orangetheory studio has treadmills, water rowing machines, mini bands and TRX® suspension unit systems and plenty of free weights and benches. Coaches conduct high-energy, personalized group sessions for 10 to 25 people at a time.

More information about Orangetheory Fitness is available on Orangetheory's website. Follow Orangetheory Fitness on Facebook, Twitter and Instagram for the latest news and trends.

About Orangetheory

Orangetheory® (www.orangetheoryfitness.com) makes it simple to get more life from your workout. One of the world's fastest-growing franchise companies, Orangetheory has developed a unique approach to fitness that blends a unique trifecta of science, coaching, and technology that work together seamlessly to elevate participants' heart rates to help burn more calories. Backed by the science of excess post-exercise oxygen consumption (EPOC), Orangetheory workouts incorporate endurance, strength, and power to generate the 'Orange Effect' – whereby participants keep burning calories for up to 36 hours after a 60-minute workout. Orangetheory has 1,000 studios in 48 U.S. states and 18 countries and was ranked #60 in Inc. magazine's Fastest Growing Private Companies List. Visit www.otffranchise.com for area developer and franchise opportunities.

Claire Marshall

Ketchum

T: [+1 404.879.9291](tel:+14048799291)

E: claire.marshall@ketchum.com

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www.orangetheoryfitness.com