

NEWS RELEASE

FOR IMMEDIATE RELEASE

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PLANET FITNESS GRAND OPENING SET FOR OCTOBER 26TH

SUFFOLK, Virginia (October 25, 2016) – Planet Fitness Hampton Roads has opened their tenth location, at 569 E. Constance Road, in the Towne Square Shopping Center in Suffolk. To celebrate, they are holding a Grand Opening – Ribbon Cutting Ceremony on Wednesday, October 26th, at 2 p.m. Mayor Linda T. Johnson will be on hand for the event, which is open to the public. After the ceremony, the public will have the opportunity to tour, win prizes, sign up and work out.

Towne Square Shopping Center is situated on over 5 acres and features over 40,000 SF of retail space with ample parking at the busy intersection of E. Constance Road and E. Pinner Street – Wilroy Road. It was important for Planet Fitness to improve the overall look and accessibility when they made the decision to purchase and renovate the center. Speaking about Towne Square, Ken Ryder, CEO of PF Hampton Roads LLC, noted “We looked at many sites in Suffolk and knew this was the perfect location. The population is growing and business is strong in Suffolk and we wanted to be a part of it. We are excited to introduce our brand to the community.”

“We are pleased Planet Fitness has chosen the Towne Square Shopping Center in Suffolk for their newest fitness club location,” said Suffolk Mayor Linda T. Johnson. “The shopping center has been completely transformed with a modern façade and greater curb appeal. It has been proven that exercise provides many health benefits. The addition of Planet Fitness to the newly renovated Towne Square will improve the overall quality of life for our residents.”

Planet Fitness is a fitness club that offers a wide range of amenities. The club is open and fully-staffed 24 hours a day, seven days a week with top-of-the-line tanning beds, high-end massage chairs, hydromassage beds, specialized training and is home of the Judgement Free Zone® where members experience a hassle-free environment. The Suffolk club features an extensive collection of cardio equipment, including treadmills, elliptical machines, Arc Trainers and stationary bikes, all directed towards large flat-screen televisions for member entertainment while working out. The facility offers a popular 30-minute PF Express circuit room, stretching room, strength equipment and full locker rooms with private changing rooms and tile showers.

Members can choose from a variety of membership tiers which allow for increased amenities such as the ability to bring a guest, access to other clubs, use of massage chairs, tanning and select cooler drinks.

Mike Zarpas, S. L. Nusbaum Realty Co., represented the seller and Bill Overman, John Wessling, Chris Devine and Chris Zarpas, all from S. L. Nusbaum Realty Co., represented the buyer.

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. With more than 1,000 locations in 47 states, 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.



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