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Planet Fitness strikes a deal as ‘Biggest Loser’ brand partner

Fast-growing chain is front-and-center for NBC’s weight-loss reality show

NEWINGTON, N.H. – Planet Fitness, the gym franchise known for its Judgement Free Zone® atmosphere and friendly prices, has entered a brand partnership with *The Biggest Loser*, the NBC reality show that airs Tuesday nights at 8 o’clock.

During the season, contestants will work out on Planet Fitness gym equipment at *The Biggest Loser* ranch in Calabasas, Calif. In some episodes throughout the winter and spring, contestants will work out at Planet Fitness gyms near their homes, under the guidance of Planet Fitness trainers.

“We’re thrilled to be associated with *The Biggest Loser* and proud to have the opportunity to help the show’s contestants on their journey toward improving their health and changing their lives,” said Planet Fitness co-founder and chief executive Michael Grondahl. “Planet Fitness is the one gym where all people – no matter their fitness level – will find a comfortable and non-intimidating atmosphere to pursue their goals.”

The Biggest Loser, which debuted on NBC in 2004, attracts nearly 7 million viewers a week.

About Planet Fitness

Founded in 1992 in Dover, N.H., Planet Fitness is now the fastest-growing gym franchise in the United States, and has revolutionized the industry with a combination of extremely low prices and a unique, friendly, and hassle-free environment called the Judgement Free Zone®.

Planet Fitness, which will open its 500th location this month, has grown to 3.5 million members and is poised to become the largest gym operator in the world this year. The company opened more than 100 new locations in 2011, its biggest year ever.

Planet Fitness prides itself on giving people an unbeatable value – top-notch facilities at extremely low prices, and an atmosphere that focuses on the needs of occasional or first-time club members, rather than hard-core fitness fanatics. All Planet Fitness gyms feature a huge selection of brand-name cardio and strength equipment, and provide free and unlimited fitness instruction with all memberships.



About "The Biggest Loser"

The Biggest Loser airs on NBC Tuesdays at 8 pm (ET). The first reality series where everybody "loses," *The Biggest Loser* challenges and encourages overweight contestants to shed pounds in a safe and recommended manner through comprehensive diet and exercise as they compete for a grand prize of \$250,000. Hosted by Alison Sweeney, the series provides the contestants with challenges, temptations, weigh-ins and eliminations until the final contestant remains to claim the title of *The Biggest Loser*. For season 13, contestants work out under the supervision of professional trainers Bob Harper and Dolvett Quince. *The Biggest Loser* is a production of Reveille, 25/7 Productions and 3 Ball Productions.

Beyond the U.S., where more than 100 episodes of the show have aired, *The Biggest Loser* has become a worldwide hit appearing in over 90 countries and produced in 25 countries.

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