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The Largest Judgement Free Zone® in Metro Detroit is Coming to Oak Park **Planet Fitness to Build 30,000 sq. ft. Gym in Parkwoods Plaza Shopping Center**

January 22, 2016, Oak Park, Michigan – Planet Fitness, the gym known for its Judgement Free Zone® and affordable pricing, will open a 30,000 sq. ft. gym this summer in Parkwoods Plaza Shopping Center at the corner of 10 Mile Road and Coolidge in Oak Park, Mich. The Oak Park location will be the 31st Planet Fitness location and largest facility in the metropolitan Detroit area.

Bryan and Laura Rief, Northville, Mich. based Planet Fitness franchisees, recently signed an agreement to purchase a portion of the former Farmer Jack grocery store from A.F. Jonna Development, LLC. The existing structure will be stripped and transformed into a state-of-the-art health club facility with Planet Fitness occupying 30,000 sq. ft. of the former 55,000 sq. ft. grocery store. The balance of the vacant space will be subdivided and leased to a new tenant, according to Laura Rief.

“We are so glad to have finally filled the vacant Farm Fresh location. The community has felt the void for some time,” said Community and Economic Development Manager Kimberly Marrone. “Planet Fitness is perfect fit for the location which offers accessibility to I-696 and the convenience of a large parking lot. Not to mention, our residents will no longer have to travel outside the Oak Park community to join a fitness facility.”

Planet Fitness stands apart from other health facilities by providing the Judgement Free Zone® - a relaxed, hassle-free environment. The philosophy transcends throughout the gym experience, including details such as the Lunk Alarm®, which is an actual beacon light and siren which is activated to deter members from gym intimidation tactics (i.e., grunting, thumping equipment, or wearing inappropriate attire) experienced at some gyms. They cater to first time health club members.

“Our mission is to offer anyone and everyone a friendly, non-intimidating atmosphere to exercise at a very affordable price,” said Rief, who chose the Oak Park location for its visibility, accessibility and ample parking. The Parkwoods Plaza Shopping center is easily accessible from I-696 and Coolidge Highway, while the City of Oak Park is centrally located within miles of most Metro Detroit expressways. “This club will showcase our massive selection of top-of-the-line cardio and strength equipment, 30-minute workout area, and incredible grand opening membership offers.”

The club will feature an extensive selection of cardio equipment, including treadmills, elliptical machines, stair climbers, arc trainers, and stationary bikes. Every cardio machine is connected to an entertainment system consisting of multiple widescreen HD televisions. Planet Fitness also offers a full complement of upper and lower body strength machines, a 30-minute PF Express circuit, and a 12-minute ab circuit. In addition, unlimited fitness

instruction is included with all memberships and a certified fitness trainer is on staff during weekdays to assist members at no additional charge.

The Planet Fitness Black Card Spa membership will be available at the Oak Park location. The Black Card provides access to multi-level tanning, Total Body Enhancement booths, HydroMassage® beds, and massage chairs. The club will be open and staffed 24 hours a day, seven days a week.

“We're proud to bring a whole new health club experience to the area,” said Laura Rief. Prices at Planet Fitness are affordable – just \$10 to \$19.99 a month. The company caters to a casual gym user clientele who tend not to spend a lot of time in the gym. Since Planet Fitness does not offer pools, exercise classes, childcare or juice bars, the gym is able to accommodate more members for shorter periods of time, thus keeping operational costs down, membership fees low, and members content. Although the gym does not offer exercise classes, they do provide free group fitness training with certified fitness instructors and individualized workout plans.

“We recently opened in Redford, also in a former Farmer Jack store, and we are under construction at our first Detroit location at 8 Mile Road and Woodward Boulevard in the new Gateway Center. The Detroit market has really embraced our model,” said Bryan Rief. “With 31 Planet Fitness locations in the market, and 16 of those 31 under our ownership group, Planet Fitness has established a solid foundation.”

About Bryan and Laura Rief

Bryan and Laura Rief were commercial real estate business owners in New Hampshire when they met the co-founders of Planet Fitness. After moving back to Michigan, Laura’s home state where there is ample franchise locations available, they opened their first facility in Livonia, Mich. in 2008.

About Planet Fitness

Founded in 1992 in Dover, N.H., Planet Fitness (NYSE: PLNT) 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.

About the City of Oak Park

The City of Oak Park is situated on the southern-most border of Oakland County, Michigan, and serves as a suburban ambassador to Detroit. Incorporated as a city in 1945, Oak Park’s current population exceeds 29,300 and is home to more than 1,000 local businesses, including corporate headquarters.

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