



PLANET FITNESS LAUNCHES R100-MILLION HEALTH AND FITNESS FACILITY

Planet Fitness, which has grown from a small player to one of South Africa's top 300 companies, will be launching the first R100-million rand health and fitness facility in southern Africa in October this year. The location of this unique fitness sports-spa facility in Sandton's central business district in Johannesburg is in keeping with its world-class, high tech facilities which will be coupled with the best practices and offerings from the world's most sought-after health clubs.

"This will be the first of our niche market Planet Platinum facilities aimed at taking our current gym facilities to a new level," said Planet Fitness CEO, Manny Rivera. "This will not be just a gym but it will be the most exclusive health club in southern Africa with world class facilities which will target the consumer that has arrived and is very selective about what they want and where the train," he said.

Currently ranked as the number two player in the health and fitness market in South Africa, Planet Fitness saw the gap in the market after having done extensive research both locally and overseas. "We have however been waiting for a prime location which presented itself earlier this year when the Sandton Isle premises became available. "From here we are planning to build on the concept which will eventually see further Planet Platinum facilities opening both locally and off-shore" said Rivera.

The by-invitation only membership, which will be capped at 5000 members, bears testimony to the exclusivity of this high end "champagne" facility where, after the pre-sales offer, a R20 000 deposit

will be required to join. In return Planet Platinum will offer services which have not yet been introduced to the South African market. The club will boast an indoor golf driving range including golf trainers and specialized scientific conditioning program, light therapy and underwater music in a heated indoor pool, kinesiology movement technology which employs over 250 sports specific exercises, and a Bikram state of the art yoga facility with sustained 42° temperature control. The exclusive day spa and WiFi-enabled executive lounge which will be serviced by the Radisson Hotel, will be amongst many other unique characteristics.

Standards will be maintained at the highest levels and members will have the opportunity to connect with other like-minded colleagues and friends at a facility that caters for their every health and fitness need. Whilst restoring the mind, body, soul and perhaps more importantly life force, members will be able to enjoy and take in the city skyline whilst jogging or walking around Planet Platinum's 250m sky-blue running track. Their every need including having their clothes ironed or their swim suits dried will be taken care of.

"We are launching with the intention of ensuring that Planet Platinum becomes the most exclusive health club facility and which has everything you would expect from one of the world's most luxurious fitness clubs. Privacy, security and the finest attention to the well-being of our members will be of paramount importance. This will mean that our Planet Platinum Sandton Isle facility will offer refuge from the maddening crowd but will be within touching-distance of the city's business and social world," added Rivera.

As a Platinum member, members will also have access to every other Planet Fitness gym in the group. Members will also be able to enjoy the club's members-only Crystal Champagne evenings and other exclusive product launches. To take advantage of the pre-opening membership opportunity, which is limited to the privileged few, interested parties can call 0860 CHOSEN (246 736).