



KEEP BURNING

MEDIA KIT

BACKGROUND



Orangetheory Fitness (www.orangetheoryfitness.com) is the scientifically designed, one-of-a-kind group personal training, interval fitness concept that is sweeping the nation. Backed by the science of excess post-exercise oxygen consumption (EPOC), Orangetheory Fitness is a 60-minute workout broken into intervals of cardiovascular and strength training. Participants burn an average of 500+ total calories per 60-minute training session (individual results vary). Led by highly skilled coaches, each Orangetheory Fitness workout incorporate endurance, strength and power elements through a variety of equipment including treadmills, rowing machines, TRX® suspension training and free weights.

The physiology behind the Orangetheory Fitness workout involves heart-rate monitored training designed to keep heart rates in a target zone that stimulates metabolism and increases energy. The result is the Orange Effect - more energy, visible toning and extra calorie burn for up to 36 hours post-workout.

Orangetheory Fitness studios are designed to motivate. Highly qualified coaches inspire participants to beat plateaus and stick to their goals. The dynamic created by working out in a group setting has proven benefits -support, energy, endurance and accountability. This is the psychology behind Orangetheory Fitness. Each modern studio welcomes members and guests with upbeat music, state-of-the-art equipment, contemporary lighting and art. Studios are spacious and clean, with separate men's and women's locker rooms and showers.



PHILOSOPHY



The physiological theory behind Orangetheory Fitness is known as excess post-exercise oxygen consumption (EPOC). Participants are provided a heart-rate monitor, the new OTbeat Flex, OTbeat Pulse, or OTbeat Core chest strap, to monitor the five-zone interval training sessions called the Orange 60. During the course of a one-hour session, participants perform multiple intervals designed to produce at least 12 minutes of training at 84% or higher of their individual maximum heart rate, which translates to Zone 4/5. Participants use the entire body, stimulating metabolism and feeling increased energy after each interval. This program design produces EPOC, which is the workout "after-burn" effect: after the session, the body continues to need oxygen at a higher rate than before the exercise began - also known as oxygen debt. The body continues to use oxygen and burn more calories as if you were still working out, resulting in a 200-400 calorie increase to metabolism for 24-36 hours after the Orangetheory Fitness workout.

INCREASED
ENERGY
IN JUST
1 MONTH



SEE AMAZING
RESULTS
IN
3 MONTHS




BE ON YOUR WAY
TO A TOTALLY
NEW YOU
IN
6 MONTHS

A CLOSER LOOK



Orangetheory Fitness is energizing

In color theory, each color stimulates a different psychological response. Orange invokes energy, youthfulness, vitality, and health. This is the concept behind Orangetheory Fitness.



The Orange Effect is backed by science and physiology

Orangetheory Fitness uses science to stimulate the energy and vitality in your body. You will begin to feel more energized and strong with each interval.

The science behind the program is excess post-exercise oxygen consumption (EPOC). After cardiovascular exercise or weight training, the body continues to need oxygen at a higher rate than before the exercise began - also known as oxygen debt. Your body continues to use oxygen and burn more calories as if you were still working out.



Orangetheory Fitness leverages psychology

Group personal training sessions leverage the Group Dynamic Theory that the energy and mood of a group can magnify itself to greater heights than that of a lone individual.

Working out in a group provides camaraderie, support, accountability and structure to help achieve fitness goals. People who workout in groups stick to their goals more consistently than those who workout alone. And they have more fun.



Orangetheory Fitness yields real results to achieve fitness goals

Feel new energy and see amazing results with only two to four sessions per week. Hailed by the New York Times as an effective new plateau-busting workout, Orangetheory Fitness leverages heart-rate monitored interval exercise and group personal training to maximize calorie burn.



Orangetheory Fitness is inspired and run by experts - a fitness franchise on the rise

- Orangetheory Fitness is the brainchild of Ellen Latham, a passionate, highly trained physiologist based in Florida.
- Training sessions are lead by highly qualified coaches who ensure safety while inspiring participants to beat plateaus and stick to their goals.
- Orangetheory Fitness is franchised by Ultimate Fitness Group, successful franchisers of the regional chain, Massage Envy, and the national chain, European Wax Center.
- As of September 30, 2016, Orangetheory Fitness has awarded over 1,000 franchises worldwide, and has nearly 650 operating studios in 44 states and eleven countries, including U.S., Canada, U.K., Australia, Mexico, Dominican Republic, Colombia, Japan, G.C.C., Israel, Peru, and Chile.



OPEN IN 11 COUNTRIES
AND COUNTING!

LEADERSHIP BIOS



David Long

Dave's work as a Founder and Managing Partner of Ultimate Fitness Group has provided him the opportunity to combine his passions with his expertise and experience in business. His life focause on health and wellness is complemented with a degree in Physical Therapy and an MBA from the University of Florida.

Previously, Dave served in a management role with GNC, and has experience in sales and operations for several health club concepts. He spent four years at Massage Envy as Vice President of Operations, taking the concept from 20 stores to 800. Dave still oversees New York and Florida Massage Envy franchises, and went on to partner with Jerome Kern to form Ultimate Fitness Group. Together, they took Eurpoean Wax Center from five to 200 locations and sold out the entire U.S. for area development. Dave continues to leverage his wellness and business expertise to expnad the Orangetheory Fitness franchise from Florida and Arizona to locations nationwide. He is a Partner and Founder of Orangetheory Fitness.



Ellen Latham, M.S.

Ellen is a highly trained physiologist with a lifelong passion for health and fitness. Her desire to be on the cutting edge of fitness inspired Ellen to design "The Ultimate Workout", which became the foundation for Orangetheory Fitness - hailed by the New York Times as an effective new plateau-busting workout. Ellen is a Partner and Found of Orangetheory Fitness, and Owner of Ellen's Ultimate Workout gym in Florida.

Inspired by her father Arthur Calandrelli, a very popular Physical Education teacher and coach in Niagara Falls, NY, Ellen has been motivating and training clients for over 35 years. She hold a Bachelor's Degree in Physical Education and a Master's Degree in Exercise Physiology from the University of Buffalo in New York.

Before perfecting her signature workout, Ellen worked at the prestigious Bonaventure Spa where it was the main fitness retreat for the stars, as well as managed Williams Island Spat and The Eden Roc Spa on South Beach. She served as a TV fitness expert for six years, authored fitness columns for The Miami Herald and South Florida Sun-Sentinel and earned the title Business Woman of the Year in South Florida. Through her position as a fitness editor for Women's Fitness magazine, Ellen began focusing on Pilates and opened the first group equipment-based Pilates studio in Ft. Lauderdale, Florida.

Ellen holds certifications in: Polstar Studio Certification, Polstar Allegro 1-3 & Mat; IMX Pilates Certification; ACE; AFAA; Johnny G. Spinning; and extensive course work by Stott Core Dynamics.



Jerome Kern

A serial small business owner and operator, Jerome has vast experience in businesses ranging from restaurants, campgrounds and telecommunications to digital cable providers and home improvement. Jerome is a Founder and Managing Partner of Ultimate Fitness Group, and a Partner and Founder of Orangetheory Fitness.

Jerome has played an integral role in the development of Massage Envy throughout Florida and New York. He has owned and operated multiple successful Massage Envy franchises as well. After partnering with Dave Long to form Ulitimate Fitness Group, they grew European Wax Center from five to 200 locations and sold out the entire U.S. for area development. Jerome is instrumental in the continued growth of Orangetheory Fitness and Massage Envy.



David Hardy

David is a Partner at Orangetheory Fitness and the President of Franvest Capital Partners Inc., a private investment firm that acquires companies as a hands-on, value added investor. In the past 15 years, Franvest has made investments in the retail, food services, manufacturing, real estate and IT industries.

In 1999, Franvest acquired the CLUBFIT chain of fitness clubs in receivership, and in 2008 sold the chain to a private equity firm as part of an industry consolidation. At that time, CLUBFIT had 5 clubs with 25,000 members and was the leading club chain in Edmonton. As part of the sale, Franvest reinvested in the new company (International Fitness Holdings) that acquired World Health Club and Spa Lady (25 clubs in Alberta). David continues to consult and serve on the new company's board of directors.

David is the President of the Fitness Industry Council of Canada (FIC), the trade association that represents the 5,000 fitness clubs in Canada. FIC works to promote and protect the commercial fitness industry in Canada, and has launched a number of initiatives including the Adult Fitness Tax Credit, which was promised by the Conservative Government once the budget is balanced in 2015, and was a 2012 election promise by the PC party of Alberta. From 2008 to 2012, David was a member of the board of directors of the International Health Racquet & Sports Club Association (IHRSA), the trade association that represents the fitness industry globally (over 11,000 members in 69 countries).

David has an MBA from the University of Toronto, and a bachelor's degree from the University of Alberta. He is an IBBA Certified Business Intermediary, and has presented seminars on business valuation and sales to owners and advisors across North America.



MEDIA CONTACT



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- Interview requests
- Television bookings
- High-resolution photos
- Orangetheory Fitness trial workout
- Fast-growing fitness franchise
- Expert resources on topics including:
 - Fitness/exercise
 - Health and wellness
 - Gyms, fitness concepts
 - Excess post-exercise oxygen consumption (EPOC)
 - Exercise physiology
 - Testimonials or fitness/weight-loss success stories from real people
 - Interval training, high-intensity interval training (HIIT), group personal training
 - Fitness franchising, health and wellness franchises