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Pure Barre Joins Xponential Fitness' Portfolio of Elite Boutique Fitness Brands

Nation's Largest, Most Established Barre Franchise Marks Xponential's Seventh Acquisition

IRVINE, Calif., Oct. 26, 2018 /PRNewswire/ -- [Xponential Fitness](#), owned by Anthony Geisler and Snapdragon Capital, announced today the addition of [Pure Barre](#) to its family of brands. With the addition of Pure Barre, Xponential Fitness becomes the largest provider of boutique fitness in the world. As part of the transaction, L Catterton, which invested in Pure Barre in 2015, will contribute its investment into the acquisition. Pure Barre joins six other successful Xponential Fitness brands including Club Pilates, CycleBar, StretchLab, Row House, AKT and Yoga Six.



Founded in 2001 by dancer, choreographer and fitness guru Carrie Rezabek Dorr, Pure Barre has quickly grown into the largest barre franchise in the nation, with more than 517 studios throughout the U.S. and Canada. Since launching its franchise opportunity in 2009, Pure Barre has exploded in popularity, due to its extremely effective technique (which transforms body shape in record-breaking time); friendly, high-energy atmosphere; and fun, motivating music. The brand offers a total body workout that uses the ballet barre to perform small, isometric movements, which burn fat, sculpt muscles and create long, lean physiques.

"Pure Barre sets the standard for barre workouts not only in the U.S., but globally as well. The brand is truly best-in-class and it has created a following of enthusiasts that is unmatched anywhere in the boutique fitness space," said Anthony Geisler, Owner & CEO of Xponential Fitness. "The addition of Pure Barre to our already robust portfolio of brands enhances our company and establishes Xponential as the number one curator of the best brands in the boutique fitness industry."

Pure Barre is more than just a workout, it's a lifestyle. At each studio, members share a sense of community in which they are inspired and empowered by each other's fitness and lifestyle goals. In addition to classes, Pure Barre also offers on-demand workouts, equipment and exercise apparel.

"Pure Barre has built a passionate community through its consistent delivery of a premium barre experience for over 15 years," said Mark Grabowski, Managing Partner of Snapdragon. "We look forward to partnering with the Pure Barre franchise owners to expand the community domestically and internationally with the support of the Xponential Fitness infrastructure."

As part of the Xponential Fitness suite of brands, Pure Barre franchise owners will be backed by Anthony Geisler's almost two decades of fitness franchising experience and a corporate team that will provide significant support for site selection, build out, marketing, retail, sales and operations, as well as extensive training.

"The clear leader in barre fitness, Pure Barre is an attractive and highly successful lifestyle concept with tremendous growth prospects," said Marc Magliacano, a Managing Partner in L Catterton's Flagship Buyout Fund. "We have known Anthony Geisler and his team at Xponential Fitness since he acquired his first concept, Club Pilates, and are truly impressed by the portfolio of brands that Xponential has attracted. This transaction offers us a unique opportunity to foster Pure Barre's continued success as part of a powerful franchise platform."

Founded and operated by Anthony Geisler, Xponential Fitness was established to bring the highest quality fitness brands together under one umbrella, housing the best brands in every vertical of the boutique fitness industry and accelerating their growth domestically and internationally.

About Pure Barre

With more than 517 studios, Pure Barre is the largest, most established barre franchise in North America. Pure Barre classes offer an extremely effective total body workout that lifts your seat, tones your thighs, abs and arms, and burns fat in record-breaking time. Visit purebarre.com to learn more.

About Xponential Fitness:

Founded in 2017 by Anthony Geisler, Xponential Fitness is the curator of the best brands across every vertical in the boutique fitness space – including Pilates, indoor cycling, stretch, rowing, dance and yoga. Currently, Xponential Fitness' portfolio of brands includes Club Pilates, the nation's largest and fastest growing Pilates franchise; CycleBar, the first and only premium indoor cycling franchise; StretchLab, a concept offering one-on-one assisted stretching services and group stretch classes; Row House, a high-energy, low-impact indoor rowing workout; AKT, a dance-based cardio workout combining toning, interval & circuit developed by Celebrity Trainer Anna Kaiser; Yoga Six, a modern boutique yoga brand, and most recently, Pure Barre. Visit www.xponential.com to learn more.

About Snapdragon Capital Partners:


Snapdragon is a Greenwich, CT based growth equity and buyout investment firm. Founded by Mark Grabowski, Snapdragon targets growth middle market companies across the consumer sector. The firm leverages its deep industry knowledge and business building experience to work with management teams seeking a partner to reach their full potential. For more information about Snapdragon, please visit snapdragoncap.com.

About L Catterton

With over \$15 billion of equity capital across six fund strategies in 17 offices globally, L Catterton is the largest consumer-focused private equity firm in the world. L Catterton's team of more than 150 investment and operating professionals partners with management teams around the world to implement strategic plans to foster growth, leveraging deep category insight, operational excellence, and a broad thought partnership network. Since 1989, the firm has made over 200 investments in leading consumer brands. L Catterton was formed through the partnership of Catterton, LVMH and Groupe Arnault. For more information about

L Catterton, please visit lcatterton.com.

Media Contact for Xponential: Julianne Stevenson, Fishman Public Relations,
jstevenson@fishmanpr.com or 847-945-1300 x239

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