

August 6, 2018



Xponential Fitness Adds Sixth Brand to Portfolio with Boutique Yoga Concept

Yoga Six Marks Third Acquisition in 2018 for Powerhouse Fitness Curator

IRVINE, Calif. , Aug. 6, 2018 /PRNewswire/ -- Propelled by an unmatched momentum and a long-term goal to be the number one curator of the best brands in the boutique fitness industry, [Xponential Fitness](#) announced today the addition of its sixth portfolio brand, Yoga Six. The boutique yoga concept joins five other successful Xponential Fitness brands including Club Pilates, CycleBar, StretchLab, Row House and AKT.



Founded in 2012, San Diego-based Yoga Six offers a yoga and fitness program rooted in science which provides multidimensional, results-based workouts to its members. The 'Six' in the name represents the brand's pillars of results that are obtained through its practice: stronger, leaner, clearer, calmer, braver, further. A full range of yoga-based classes including those offering strength, agility, flexibility and balance are available to fit any member's needs. Class formats include Stretch and Restore, Slow Flow, Hot Yoga, Vinyasa, Power Yoga and Performance.

"Adding Yoga Six to Xponential Fitness was a perfect fit for our portfolio as it is a great complement to our already robust suite of brands," said Anthony Geisler, CEO of Xponential Fitness. "Up until this point, primarily San Diego and Midwestern consumers have had the opportunity to experience Yoga Six, and we now look forward to expanding the brand through franchising across the country."

Featuring light, bright, clean and modern studios, Yoga Six believes in the super-powers of yoga and is dedicated to providing members with a great environment to conduct their practice. With practice rooms filled with state-of-the-art equipment, anti-microbial mats and a retail boutique, the brand offers amenities that rival any high-end yoga studio.

As part of the Xponential Fitness suite of brands, Yoga Six franchise owners will be backed by a corporate leadership team that boasts over 25 years of fitness franchising experience and offers significant support for site selection, build out, marketing, retail, sales and operations as well as extensive training.

Established to bring the highest quality fitness brands together under one umbrella, Xponential Fitness houses the best brands in every vertical of the boutique fitness industry and will continue to grow each concept domestically and internationally. Its 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 & group assisted stretching services; Row House, a high-energy, low-impact rowing workout; AKT, a revolutionary, energetic dance concept deeply rooted in science and movement, and most recently, Yoga Six.

About Yoga Six

Founded in 2012 in San Diego, Yoga Six is a boutique yoga brand that offers a broad range of heated and non-heated yoga classes, boot camp style fitness classes and meditation. Class formats include Stretch and Restore, Slow Flow, Hot Yoga, Vinyasa, Power Yoga and Performance.

About Xponential Fitness:

Founded in 2017, Xponential Fitness is the curator of the best brands across every vertical in the boutique fitness space – including Pilates, cycle, 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, Row House, a high-energy, low-impact rowing workout, AKT, a revolutionary, energetic dance concept deeply rooted in science and movement, and most recently, Yoga Six. Future concepts that will round out Xponential Fitness' suite of brands include barre and running.

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

🔗 View original content with multimedia <http://www.prnewswire.com/news-releases/xponential-fitness-adds-sixth-brand-to-portfolio-with-boutique-yoga-concept-300691981.html>

SOURCE Xponential Fitness