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# Entrepreneur Ranks Three Xponential Fitness Brands on Franchise 500® List for Second Year in a Row

## Pure Barre, Club Pilates and CycleBar Ranked Among Top Franchise Brands

IRVINE, Calif., Jan. 14, 2020 /PRNewswire/ -- For a second consecutive year, [Xponential Fitness](#), the largest curator of boutique fitness brands in the world, lands three brands on *Entrepreneur Magazine's* 2020 Franchise 500® list, the world's first, best and most comprehensive franchise ranking. Placement in the Franchise 500® is a highly sought-after honor in the franchise industry and recognized as an invaluable resource for potential franchisees. The Franchise 500® ranks brands on outstanding performance in areas including unit growth, financial strength and stability, and brand power. Xponential Fitness' three brands on this year's listing include:

- [Club Pilates](#) - The nation's largest Pilates brand, ranked 69 this year, jumping 65 spots from its 2019 ranking.
- [Pure Barre](#) - The nation's largest barre brand, came in at 300 this year
- [CycleBar](#) - The nation's largest indoor cycling franchise, appears for a second year on the list, coming in at 479.



Each franchise is given a cumulative score based on an analysis of more than 150 data points, and the 500 franchises with the highest cumulative scores become the Franchise 500® in ranking order. The key factors that go into the evaluation include franchise costs and fees, size and growth, support, brand strength, and financial strength and stability.

Xponential Fitness, backed by CEO & Founder Anthony Geisler and Snapdragon Capital, is a franchise organization offering diversified fitness concepts in eight verticals with over 1,450 studio locations open and operating. Xponential's portfolio of brands includes Club Pilates, CycleBar, StretchLab, Row House, AKT, YogaSix, Pure Barre, and Stride, covering key industry verticals and focused on accelerating growth domestically and internationally.

"This past year has been full of milestones as Xponential Fitness continued its growth around the world. It's so rewarding to see franchisees become small business owners and make a difference in their communities," said Anthony Geisler, Founder and CEO of

Xponential Fitness. "Landing three brands on Entrepreneur's list is a testament to Pure Barre, Club Pilates and CycleBar's hard working executive teams, dedicated owners, and every single person in between who has contributed to Xponential's success in 2019."

In addition to its *Entrepreneur* ranking, Club Pilates recently ranked on *Franchise Times'* [Fast & Serious](#) listing, coming in at the pinnacle, No. 1 position of the smartest-growing brands.

To view Club Pilates, Pure Barre and CycleBar in the full Franchise 500 ranking, visit [www.entrepreneur.com/franchise500](http://www.entrepreneur.com/franchise500). Results also appear in the January/February 2020 issue of *Entrepreneur*, available on newsstands now.

#### **ABOUT XPONENTIAL:**

Founded in 2017 by Anthony Geisler, Xponential Fitness has built and curated a diversified platform of eight disruptive boutique fitness brands spanning across fitness and wellness verticals - including Pilates, indoor cycling, stretch, rowing, dance, running and yoga. Currently, Xponential Fitness' portfolio of brands includes Club Pilates, the nation's largest Pilates brand; CycleBar, the nation's largest indoor cycling brand; StretchLab, a concept offering one-on-one assisted stretching services and group stretch services; Row House, a high-energy, low-impact indoor rowing workout; AKT, a dance-based cardio workout combining toning, interval and circuit training developed by Celebrity Trainer Anna Kaiser; YogaSix, a modern boutique yoga brand; Pure Barre, a total body workout that uses the ballet barre to perform small isometric movements; and most recently, Stride, a treadmill-based cardio and strength training concept. Visit [www.xponential.com](http://www.xponential.com) to learn more.

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