

March 22, 2018



# Xponential Fitness Enhances Portfolio with Popular Dance-Based Concept

## Ground-Breaking Fitness Technique, AKT, to Bolster Holding Company's Suite of Boutique Fitness Brands

COSTA MESA, Calif., March 22, 2018 /PRNewswire/ -- Moving even closer to its ultimate goal to house the best brands in every vertical of the boutique fitness industry, [Xponential Fitness](#), announced today the addition of New York City-based AKT (Anne Kaiser Technique) to its growing suite of brands. Xponential Fitness already owns four successful fitness concepts including Club Pilates, CycleBar, StretchLab and Row House. Backed by Xponential Fitness, AKT will be the first dance-based fitness concept to scale on a global level.



Developed by international fitness expert and celebrity trainer Anna Kaiser, AKT's ground-breaking fitness technique strengthens the body and mind through a hybrid program that combines dance with functional training. Through a customized mixture of its four core modalities (toning, dance, interval training, and circuit training), the AKT program is truly comprehensive, providing members with all aspects of their fitness needs in one workout.

"At AKT, we want our members to become the strongest, most confident version of themselves and my goal is to pair the personalization of a private trainer with the energy and community of a fitness boutique," says Founder, Anna Kaiser. "My mission has always been to bring this new model of fitness to a wider audience, which is why I am thrilled to partner with Xponential Fitness and expand AKT throughout the nation."

With a vibrant studio atmosphere, celebrity roster, limitless On Demand digital presence and highly engaged social following, AKT is both a community-first brand and a best-in-class fitness experience. At AKT, members dance, sweat and get stronger all while surrounded by a strong sense of community, motivation and electric energy. Current studio locations include New York City, East Hampton, Los Angeles and Connecticut.

"The addition of AKT to our suite of brands is a milestone not only for our company but the fitness industry as a whole as we will be the first to scale a dance-based fitness concept globally," said Anthony Geisler, CEO of Xponential Fitness. "Anna has created an ultra-popular concept in AKT and we look forward to expanding the brand through franchising and bringing its one-of-a-kind workout to the masses."

As part of the Xponential Fitness suite of brands, AKT 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 best of boutique 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 assisted stretching services, Row House, a high-energy, low-impact rowing workout and most recently, AKT.


### **About AKT**

AKT is a revolutionary fitness technique rooted in dance and functional training. Developed by international fitness expert, Anna Kaiser, it combines circuit training, HIIT, strength, toning, dance cardio, Pilates, and yoga to deliver a high-energy, fun workout. The ever-changing curriculum keeps your muscles guessing, ensuring members never plateau and provides a full-body workout experience. Thousands of clients per week, including celebrities like Kelly Ripa and Shakira, stay in shape with AKT's 360 degree lifestyle program via in-class and On Demand experiences. Studio locations include New York City, Hamptons, Los Angeles and Connecticut.

### **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 and dance. 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 and most recently, AKT. Future concepts that will round out Xponential Fitness' suite of brands include yoga, barre and HIIT.

**Media Contact:** Julianne Stevenson, Fishman Public Relations, [jstevenson@fishmanpr.com](mailto:jstevenson@fishmanpr.com) or 847-945-1300 x239

 View original content with multimedia: <http://www.prnewswire.com/news-releases/xponential-fitness-enhances-portfolio-with-popular-dance-based-concept-300618524.html>

SOURCE Xponential Fitness