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Xponential Fitness Continues to Make 'Strides' with Addition of Boutique Running Brand

Stride Marks Powerhouse Curator's Eighth Acquisition and Fifth Acquisition Since the Beginning of 2018

IRVINE, Calif., Jan. 15, 2019 /PRNewswire/ -- [Xponential Fitness](#), the largest curator of boutique fitness brands in the world, has once again extended its leadership position in boutique fitness with an announcement of the addition of yet another brand to its extensive portfolio. [Stride](#), a boutique running concept, joins seven other premiere brands under the Xponential Fitness umbrella including Club Pilates, Pure Barre, CycleBar, StretchLab, Row House, AKT and YogaSix.



Founded in 2017 by Misa Dugally and Katie Ownbey, Stride delivers treadmill-based cardio and strength-training classes, tailored to any level of walker, jogger or runner. The brand, which currently has one location in Pasadena, offers four types of classes for participants, including Signature Sweat, Power Burn, Ultra Run and Quick Burn.

"Since its inception in 2017, Xponential Fitness has been on a mission to procure the best boutique fitness brands and bring them under our umbrella and the acquisition of Stride has brought us to that point as the brand perfectly rounds out our portfolio with its unique treadmill-based workouts," said Anthony Geisler, CEO of Xponential Fitness. "With the addition of Stride, Xponential Fitness now has a stronghold on the boutique fitness industry that spans across multiple verticals, from Pilates to barre and yoga, and now running."

The atmosphere at Stride is sleek and modern, housing 25 treadmills and cutting-edge technology, that evokes an unequivocally positive and welcoming sense of community. Clients run on state-of-the-art treadmills to electrifying, body-moving playlists, curated by the studio's world-class instructors. Polar heart-rate monitors are worn by members to track results and maximize the benefits of each workout.

Xponential Fitness, backed by CEO Anthony Geisler and Snapdragon Capital, 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 Stride:

Founded in 2017, Stride offers treadmill-based HIIT and strength-training workouts set to electrifying, body-moving music, in a positive, welcoming atmosphere. Utilizing state-of-the-art treadmills and Polar heart-rate monitors, Stride is the premier boutique running concept. Visit www.runwithstride.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 services; Row House, a high-energy, low-impact indoor rowing workout; AKT, a dance-based cardio workout combining toning, interval & 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. 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.

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