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# XPASS and Princess Cruises® Join Forces for Special Black Friday Offer

*With New Platform from Xponential Fitness, Your Workouts Can Pay for Your Dream Vacation*

IRVINE, Calif.--(BUSINESS WIRE)-- [XPASS](#), the cross-brand subscription from [Xponential Fitness](#), the largest global franchisor of boutique fitness brands, has teamed up with Princess Cruises® for a special Black Friday offer, which will extend through the holiday season. Celebrating 2 million minutes of class time booked, XPASS is giving first-time users a once-in-a-lifetime opportunity for their workouts to pay for a dream vacation. For a limited time, for every dollar new subscribers spend on an XPASS membership, they will receive a matching Princess Cruises® credit. Certain annual XPASS plans could pay toward your next vacation to any of the 330 destinations around the globe that Princess sails, including the Caribbean, Alaska, the Mediterranean, Australia, and more.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20221122005345/en/>



Giving subscribers access to tens of thousands of classes across multiple fitness modalities, XPASS is a first-of-its-kind, cross-brand subscription from Xponential Fitness, allowing consumers to discover and book classes across more than 2,200 boutique fitness studios in the United States. Xponential's brands include [Pure Barre](#), [Club Pilates](#), [CycleBar](#), [Rumble](#), [YogaSix](#), [StretchLab](#), [Row House](#), [AKT](#), [STRIDE Fitness](#), and [BFT](#).

"We are thrilled to

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bring a once-in-a-lifetime Black Friday offer to promote health & wellness with our partner,

Princess Cruises. With every dollar that you spend on your first XPASS plan, you get a one-for-one match at Princess Cruises for travel in 2022 and 2023," said Dan Ali, President of XPASS. "Never before has there been the chance to pay for your dream vacation by becoming a member of a fitness program. Fitness and cruising go hand-in-hand and this offer brings both to your fingertips."

XPASS offers three annual subscription options and three monthly subscription options designed to suit different consumer preferences. Annual plans range from \$499 per year to \$1,999 per year, and monthly subscription plans range from \$49 to \$199 to enjoy between two and 15 classes per month. This flexibility allows subscribers to find the best fit for their needs and schedule. The Gold (\$999/year or \$99/month) and Ruby (\$1,999/year or \$199/month) XPASS plans also include access to Xponential's streaming fitness platform, XPLUS, valued at \$30 per month, so subscribers can enjoy guided movement experiences anywhere. An XPASS plan holder can also be an active studio member with one of Xponential's brands, but the Princess Cruises® credit only applies for first-time annual XPASS customers.

To learn more about XPASS, please visit <https://www.xpass.fit/>. You can read more about the terms of the Princess Cruises® offer here: <https://princess.medallionclassmarket.com/xponentialterms>.

## **ABOUT XPONENTIAL FITNESS**

Xponential Fitness is the largest global franchisor of boutique fitness brands. Through its mission to make boutique fitness accessible to everyone, the Company operates a diversified platform of ten brands spanning across verticals including Pilates, indoor cycling, barre, stretching, rowing, dancing, boxing, running, functional training and yoga. In partnership with its franchisees, Xponential offers energetic, accessible, and personalized workout experiences led by highly qualified instructors in studio locations across 48 U.S. states and Canada, and through master franchise or international expansion agreements in 14 additional countries. 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 and group stretching services; Row House, a high-energy, low-impact indoor rowing workout; AKT, a dance-based cardio workout combining toning, interval and circuit training; YogaSix, the largest franchised yoga brand; Pure Barre, a total body workout that uses the ballet barre to perform small isometric movements; STRIDE, a treadmill-based cardio and strength training concept; Rumble, a boxing-inspired full-body workout; and BFT, a functional training and strength-based program. For more information, please visit the Company's website at [xponential.com](https://xponential.com).

## **ABOUT PRINCESS CRUISES**

One of the best-known names in cruising, Princess Cruises is the world's leading international premium cruise line and tour company operating a fleet of 15 modern cruise ships, carrying millions of guests each year to 330 destinations around the globe, including

the Caribbean, Alaska, Panama Canal, Mexican Riviera, Europe, South America, Australia/New Zealand, the South Pacific, Hawaii, Asia, Canada/New England, Antarctica, and World Cruises. A team of professional destination experts have curated 170 itineraries, ranging in length from three to 111 days and Princess Cruises is continuously recognized as “Best Cruise Line for Itineraries.” In 2017 Princess Cruises, with parent company Carnival Corporation, introduced MedallionClass Vacations enabled by the Medallion device, the vacation industry’s most advanced wearable device, provided free to each guest sailing on a MedallionClass ship. The award-winning innovation offers the fastest way to an effortless personalized vacation, giving guests more time to do the things they love most. The company is part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE:CUK).

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