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LAG Fit, Inc. Acquires Club Pilates

Sets Tone for Franchise's Continued Growth in 2015 and Beyond

IRVINE, Calif. – Setting the tone for its continued growth, Club Pilates, the world's largest and most sought after pilates franchise, was acquired by LAG Fit, Inc., a franchise development firm that specializes in the acquisition and expansion of boutique wellness concepts.

"This agreement will no doubt enable us to achieve our long-term vision for the brand and the concept," said Club Pilates founder Allison Beardsley. "What a great ride. Who would have ever thought we would be in this position? There's no telling how far Club Pilates will grow moving forward."

Since its inception in 2007, Club Pilates has established a reputation for providing quality pilates sessions at a very low cost – reformer classes are priced as low as \$17 per session, far below the general average. All studios are equipped with reformers, chairs and springboards, as well as mats, balls, dumbbells and ballet bars. Each location provides a variety of classes ranging from beginner to intense Cardio Sculpt workouts. In addition, Club Pilates is the first studio to create a 500-hour Teacher Training Program designed to thoroughly and safely teach group Pilates apparatus classes that flow.

Currently, Club Pilates has 35 open studios throughout the United States and Australia with more than 50 additional territories in development, 100-plus instructors who switch locations when needed, over 20 classes offered weekly, and over 75,000 workouts per month.

"After the successful sale of my previous franchise concept, the Club Pilates acquisition was a perfect fit to enter into the wellness space with a young, exciting and growing brand. The culture that Allison has infused into Club Pilates has great momentum to bring pilates to the masses within the impressive frame work of the franchise concept," said Anthony Geisler, CEO of Club Pilates.

To augment the concept's growth, Club Pilates is seeking partners looking to invest in a turn-key franchise with minimal overhead. While no prior pilates experience is necessary to become a franchisee, opportunities are made available to graduates of the Club Pilates Studio Teacher Training Program and instructors with 500 hours of comprehensive training.

For more information, visit www.clubpilatesstudio.com.

About Club Pilates

Pilates is good for all and can be done by everybody. Pilates is beneficial for both men and women, young and old, elite athletes and those who are new to exercise. Club Pilates Studio provides group Pilates Reformer Classes seven days a week to meet students' busy schedules. The nature of the Reformer (and our Club Pilates approach) allows for decompression of the spine as well as stretching and strengthening of the body -- resulting in a sculpted physique and enhanced well-being of the body and mind. Pilates is physiologically efficient as it is full body focused, coupled with the use of breathing techniques and optimized activation of the inner muscles of the body's core. Club Pilates techniques are athletically beneficial and provide therapeutic balancing of the body.

About LAG Fit, Inc.

LAG Fit, Inc. is a franchise development firm specializing in acquisition and expansion of boutique wellness concepts.

SOURCE Club Pilates