

Media Contact: Jayne Levy, Fishman Public Relations, (847) 945-1300 ext. 225 or jlevy@fishmanpr.com

FOR IMMEDIATE RELEASE



Retro Fitness Expands Florida Footprint through Franchising

*Popular Northeast Fitness Franchise Plans to Have 35-Plus Florida Gyms in Next Three Years;
Building Second Corporate Headquarters in Apopka, Florida*

COLTS NECK, N.J. (December 2, 2016) – [Retro Fitness](#), a fast-growing, national low-cost, high-value fitness franchise, is targeting the Sunshine State for significant expansion. With six franchise locations already open and operating throughout parts of Florida, the company has announced plans to have upwards of 30 additional locations open or in development through strategic franchise partnerships in the next three years.

Currently, Retro Fitness operates in Cooper City, Fleming Island, Fort Myers, Jacksonville (Baymeadows and Harbour Village) and Naples, with a new gym and second corporate headquarters under construction in Apopka. The company's CEO and founder, Eric Casaburi, and several corporate employees have already moved to the Orlando area; the brand's other corporate office is in Colts Neck, New Jersey.

Specifically, Retro Fitness is looking to build its presence in the following Florida markets:

- Jacksonville can accommodate another six additional clubs at minimum
- Southeast Florida (Miami, Fort Lauderdale and West Palm Beach) can accommodate at least 25 Retro Fitness locations
- Southwest Florida (Naples and Fort Myers) can accommodate 8-10 additional gyms north of Bradenton
- Orlando can accommodate another 10-15 additional gyms in the market

"We know there's a void in Florida and we're looking to fill it. We plan on expanding each of these markets until we have a Retro Fitness location within every 3-5 miles in populated areas – similar to our footprint in the New York City Metro area and New Jersey where we have more than 100 gyms," said Retro Fitness CEO and founder Eric Casaburi, who personally owns a few of the Orlando gyms in development. "We're serious about shaking up the fitness landscape in Florida and really building up our brand. The other gyms in the market don't offer the same value as Retro. We make fitness affordable through a proven business model that is built on delivering members the quality and value they deserve."

The gyms currently operating in Florida are prototypes for new gyms, boasting the newest Retro Fitness design and amenities. For example, Florida clubs were one of the first to debut Retro Results, powered by the New Exercise Order – a multi-level personal training program that provides a solution to members of all fitness levels and desired price points. The program includes Team Conditioning (TEAM), Small Group Strength Training (SGST) and One on One Training (1:1), and incorporate MYZONE technology to gamify the workout experience. Also, the new Cooper City gym features a boxing room instead of the franchise's popular cardio movie theater.

To augment its Florida expansion, Retro Fitness seeks single- and multi-unit franchisees. Retro Fitness offers a flexible, manager run business model with streamlined and simplified operations; dedicated support from industry experts in every stage of development; predictable monthly income from membership base; and multiple revenue centers.

[David Garrard](#), former Quarterback for the NFL's Jacksonville Jaguars, opened his first Retro Fitness location in Jacksonville in 2014. He currently has two locations operating in the market and is developing a third. He said, "My locations have been doing great. Our members are actually spending twice the amount of their membership, paying extra for personal training sessions and taking advantage of other amenities, like our Retro Blends Smoothie Bar and Pro Shop. I'm hoping to open another two locations within the next five years."

Overall, Retro Fitness has more than 150 locations operating in 16 states and is on track to have 250 gyms open in the next two years. The burgeoning franchise has already signed more than 20 franchise agreements for new or emerging market development and opened 14 gyms this year. Driving the [investor-friendly franchise's](#) growth are strong-unit economics, streamlined business operations and a focused, forward-thinking approach that continuously brings more value to franchisees and members.

About Retro Fitness

Founded in 2004 by entrepreneur Eric Casaburi, Retro Fitness has evolved from a regional Northeast gym concept into a national fitness system with more than 150 gyms open in 16 states. Under Casaburi's leadership, Retro Fitness is expanding its footprint with more than 100 gyms in its development pipeline and plans to have 250 gyms open in the next two years in new, major markets, such as Florida, Illinois, California, Maryland, Michigan, New York, North Carolina, Pennsylvania, Texas, Utah, Virginia, and Washington, D.C. Each Retro Fitness location is equipped with a full-service fitness center, including 60-100 pieces of equipment supplied by leading manufacturers. The burgeoning franchise has placed in the top 300 of *Entrepreneur's* magazine's prestigious Franchise 500 list for six consecutive years. For more information, please visit www.retrofitness.com, and to learn more about franchise opportunities visit www.retrofranchising.com.

###