



MEDIA KIT

ABOUT

At Orangetheory Fitness, we make it simple for our members to get more out of their workout. And while there are countless other concepts in the fitness category, we pride ourselves on our unique trifecta of science, coaching, and technology.

Orangetheory is a science-based, full-body workout that uses technology to measure performance so members can prove they are improving. In a 60-minute class, led by a highly trained and certified coach, members target at least twelve minutes in the Orange Zone to raise their heart rate and charge up metabolism. The result is an increase in calorie burn post-workout, backed by the science of excess post-exercise oxygen consumption (EPOC). After twelve minutes of hard work in the Orange Zone, your body burns additional calories as you recover over the next 36 hours.

Because of our technology tracking, members know how hard they need to work in order to achieve the best results. Plus, our coaches motivate you when you need it most, while also ensuring your safety and reminding you when to take a breather. Each workout comprises cardiovascular exercise on a treadmill or bike/strider, as well as rowing and strength training.

One of the main takeaways about Orangetheory is that people of all fitness levels can do it and be successful. With a walker, jogger, and runner category, members set the pace and will still achieve results. Look around the studio and you'll see members of all different abilities, rooting for each other as they run, lift, and sweat their way to simply becoming better versions of themselves. By taking just two to three classes per week, members will experience benefits to their life - more energy, more strength, more health.

PHILOSOPHY

For us, physical fitness transcends weight loss and bikini season. Fitness is a way of life -- in fact, our brand purpose is to **help people live longer, more vibrant lives**. When our members put in work at the studio, they will experience benefits in their day-to-day. They will be physically stronger, but beyond that, they will notice improvements to their mood, cognition, sleep, and overall happiness and quality of life. This workout actually changes your body at the cellular level and has been known to help members through disease, chronic illness, depression, and even heartbreak and the loss of loved ones. They'll simply have the energy to play with their grandchildren, run a 5K, or go hiking. When you take care of your body and mind, amazing things can happen. **More Orangetheory, More LIFE.**





ELLEN'S ULTIMATE WORKOUT

Ellen Latham, founder of Orangetheory Fitness, along with partners David Long (CEO), Jerome Kern and David Hardy, believe in changing the world one heartbeat at a time. Ellen's journey to create Orangetheory started under uncomfortable circumstances when, as a single mother, she lost her prestigious job and was compelled to begin a new journey teaching fitness classes. She originally taught Pilates from a spare bedroom in her home, which quickly began to require a larger space where she could dedicate herself to teaching full time.

She opened a fitness center in Davie, Florida, where she introduced an exercise program that would metabolically charge the body based on feedback from her members, in addition to the Pilates classes she continued to teach. To achieve this total-body fat-burning workout, she added rowers, treadmills and other equipment similar to what today's Orangetheory studios feature. This came to be known as Ellen's Ultimate Workout, which is still in operation today, and rebranded as Orangetheory Fitness in 2010.



A CLOSER LOOK

ORANGETHEORY FITNESS IS ENERGIZING

In color theory, each color stimulates a different psychological response. Orange invokes energy, youthfulness, vitality, and health. This is the concept behind Orangetheory Fitness.

THE ORANGE EFFECT IS BACKED BY SCIENCE AND PHYSIOLOGY

Orangetheory Fitness uses science to stimulate the energy and vitality in your body. You will begin to feel more energized and strong with each interval. The science behind the program is excess post-exercise oxygen consumption (EPOC). After cardiovascular exercise or weight training, the body continues to need oxygen at a higher rate than before the exercise began - also known as oxygen debt. Your body continues to use oxygen and burn more calories as if you were still working out.

ORANGETHEORY FITNESS LEVERAGES PSYCHOLOGY

Group personal training sessions leverage the Group Dynamic Theory that the energy and mood of a group can magnify itself to greater heights than that of a lone individual. Working out in a group provides camaraderie, support, accountability and structure to help achieve fitness goals. People who workout in groups stick to their goals more consistently than those who workout alone. And they have more fun.



MORE **LIFE**™ AS TOLD BY OUR MEMBERS

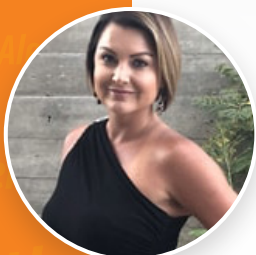
BUNNY



“

I am a wife, mother, grandmother and am going to be 75 in a few weeks. Anybody can do Orangetheory Fitness. It's for absolute beginners to marathon runners and that's because you tailor the program to your own particular levels and abilities. I love Orangetheory because of the variety of the classes, the fun, coaches, the great music. When you feel healthy and you feel strong it enhances the quality of life tremendously.

HEIDI



“

I know I have a long way to go to keep changing my body, but I'll forever be grateful to OTF for helping me get my life back.

KEVIN



“

I don't know how to fully express my gratitude for this program. In some ways it may seem a bit silly that a gym can have such a large impact on someone's life, but please know that it does.

DONITA



“

The awesome members and staff at Orangetheory have become like a second family to me. They've helped me realize my self-worth, and have motivated me to be the best version of myself. I've lost 30 pounds and I'm so proud of my accomplishments.

STEVEN



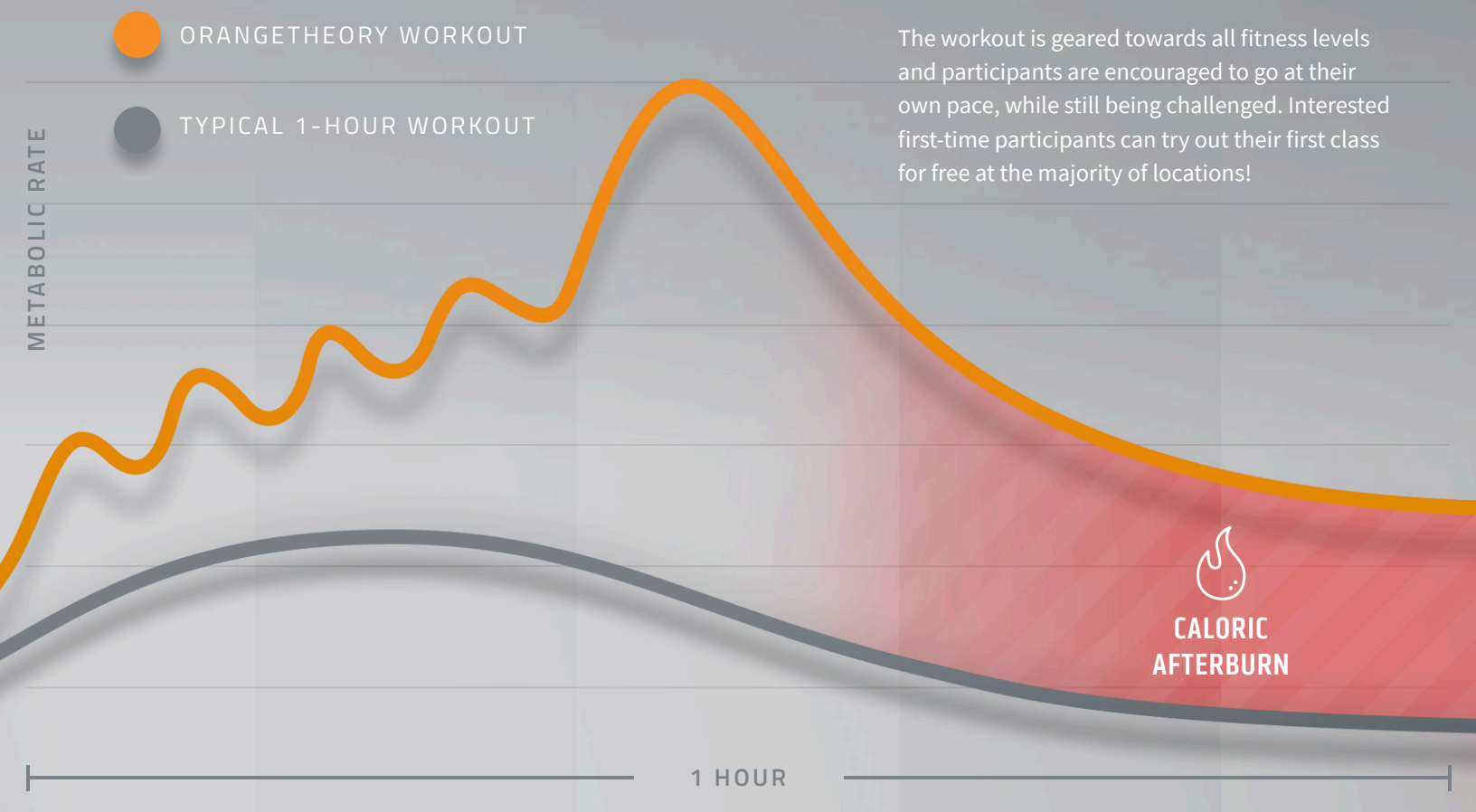
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As a primary care physician, I like to practice what I preach. I have mentioned OTF to literally hundreds of patients. Much of what Ellen wrote in the opening chapters of PUSH are the same reasons I encourage my patients to join OTF. I have actually learned so much about exercise physiology from OTF.

ORANGETHEORY FITNESS YIELDS REAL RESULTS TO ACHIEVE FITNESS GOALS

Our members feel increased energy and see amazing results with only two to four sessions per week. Orangetheory Fitness leverages heart-rate training paired with the energy of the group to maximize caloric burn.

The workout is geared towards all fitness levels and participants are encouraged to go at their own pace, while still being challenged. Interested first-time participants can try out their first class for free at the majority of locations!



ORANGETHEORY FITNESS IS INSPIRED AND RUN BY EXPERTS A FITNESS FRANCHISE ON THE RISE

- Orangetheory Fitness is the brainchild of Ellen Latham, a **passionate, highly trained** physiologist based in Florida.
- Training sessions are led by **highly-qualified** coaches who ensure safety while inspiring participants to beat plateaus and stick to their goals.
- As of January 2019, Orangetheory Fitness has expanded to over **1,100 operating studios worldwide**, in **49 states** and **22 countries**, including U.S., Canada, U.K., Australia, Mexico, Dominican Republic, Colombia, Japan, G.C.C., Israel, Peru, and Chile. The company has over **500 studios** in the development pipeline and is one of the **fastest-growing franchise companies**.

Orangetheory FITNESS

ELLEN LATHAM

Creator & Co-Founder



Ellen has devoted her personal and professional life to changing the world, one heartbeat at a time. Having grown up in Niagara Falls, N.Y., as the daughter of a physical education teacher and coach, Ellen has enjoyed a lifelong passion for and commitment to health and fitness through her career as a physiologist and entrepreneur.

She co-founded Orangetheory Fitness in 2010, a new fitness concept based on metabolic training that grew out of her focus on the physiological theory of excess post-exercise oxygen consumption (EPOC). The Orangetheory Workout, which is heart rate-monitored training designed to stimulate metabolism and increase energy, has been lauded by many as the best one-hour workout in the country.

Throughout her four decades in the fitness industry, Ellen has owned, operated and/or managed several spas in South Florida, and opened the first group equipment-based Pilates studio, in Fort Lauderdale. She was named Businesswoman of the Year in South Florida and has made frequent TV appearances as a fitness expert. Ellen is the former fitness editor for Women's Fitness magazine, and has authored several fitness columns for the Miami Herald and the South Florida Sun-Sentinel.

Ellen holds a bachelor's degree in physical education and a master's degree in exercise physiology from the University of New York at Buffalo, and has taken extensive coursework with Stott Core Dynamics. She has earned certifications in the following areas: American Council on Exercise, AFAA, IMX, Johnny G. Spinning, Pilates, Polstar Studio; Allegro 1-3. And Mat.



DAVE LONG

Chief Executive Officer & Co-Founder

Throughout his career, Dave has been in on the ground floor of several successful brands, always blending his passion for fitness with his business acumen.

As CEO of Orangetheory Fitness, Dave leads the company's franchise model, regional development and product development efforts, and has also developed its popular fitness apps and state-of-the-art heart rate monitors. He has spearheaded rapid growth, as the company has issued 1,000+ franchise licenses in 11 countries since 2010. That success follows on the heels of his work in senior sales / operations roles with Massage Envy, taking it from 20 to 800 stores; and building an area representative network at European Wax Center, which expanded to 550 locations in less than nine years.

Zealously committed to nutrition and overall wellness, Dave makes regular TV appearances on the topics of fitness and franchising. He earned a bachelor's degree in physical therapy and a master's degree in business administration from the University of Florida.



TEAMWORK



KEVIN KEITH

Chief Brand Officer

As head of global brand strategy and innovation for Orangetheory Fitness, Kevin is now preaching what he practices: He was an Orangetheory member for several years in Atlanta before joining the company.

Kevin brings over 20 years of marketing and advertising experience to Orangetheory Fitness, and has served some of the world's most iconic brands, including Coca-Cola, Mercedes-Benz and UPS. He most recently worked as chief strategy officer for advertising agency JWT Atlanta, focused on helping clients simplify business problems into actionable and seamlessly integrated marketing strategies.

A graduate of Lee University with a bachelor's degree in international business, Kevin has also studied international finance and English literature at the University of Cambridge.



JOSEPH MAZZARELLA

Chief Technology Officer

Joseph is responsible for leveraging advanced technological innovations to enhance the Orangetheory Fitness experience, for customers and franchisees. In his role as CTO, he is responsible for a wide-ranging portfolio of IT initiatives, such as creating or enhancing in-studio and mobile applications, as well as the company's growing use of wearable technologies.

Coming from a systems development, design and implementation background, Joseph has more than 13 years of experience in delivering strategic business and IT services across such industries as finance, retail, logistics and telecommunications. Most recently, as CTO of Brightstar Corp., he specialized in global platform service creation and delivery for it supply chain, device management, ecommerce and retail services, among others.

Joseph holds a bachelor's degree in business information systems and information technology from Victoria University.

TEAMWORK



JOEL FRENCH, PH.D.

Sr. Director of Research, Fitness and Wellness

An experienced health and wellness leader, Joel strives to improve the lives of individuals through the education and development of effective interventional programs. At Orangetheory Fitness, he is responsible for conducting and reviewing research that ensures Orangetheory's practices are rooted in innovation, science, safety, and involves continuous improvement to products and practices. He is also a member of the company's Medical Advisory Board.

In a career devoted to fitness and wellbeing, Joel has developed educational and wellness programming for patients at the Mayo Clinic, and has directed the National Diabetes Prevention Program for UnitedHealth Group across 43 states and 1,000 locations.

Joel holds a bachelor's degree in exercise science and psychology from the University of Sioux Falls, a master's degree in exercise physiology from St. Cloud State University, and a doctorate in physiology from the University of Florida.



MIKE METTLER

Sr. VP of Domestic Franchise Development

Mike has dedicated his professional career to developing and building fast-growing businesses. For Orangetheory Fitness, he is responsible for overseeing domestic growth and expansion, as well as providing strategic leadership to assist the company in achieving its goal of having more than 1,100 open studios worldwide by the end of 2018.

With more than 12 years of experience leading franchise development efforts for widely recognized brands, Mike most recently served as the vice president of franchise development for Dairy Queen, where he was responsible for propelling the brand's growth and driving its footprint throughout the U.S. and Canada. He previously led franchise development at Domino's Pizza, and has served as president of three technology companies.

A Certified Franchise Executive, Mike holds a bachelor's degree in economics from the University of Pennsylvania and a master's degree in business administration from the University of Michigan.

MEDIA CONTACT

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- **Interview and general media requests**
- **High-resolution photos**
- **Orangetheory Fitness trial workout**
- **Expert resources on topics including:**
 - The brand's unique approach to fitness, including the trifecta of science, coaching and technology
 - How Orangetheory delivers More Life
 - Fast-growing fitness franchise
 - Excess post-exercise oxygen consumption (EPOC)
 - Health, wellness, fitness/exercise
 - Gyms and group fitness concepts
 - Exercise physiology
 - Testimonials or fitness success stories from real people
 - Interval training, high-intensity interval training (HIIT)