

November 8, 2019

Day Pitney Represents Planet Fitness, Inc. in its Expansion to Australia

November 8, 2019 – Day Pitney LLP served as U.S. counsel representing Planet Fitness, Inc., one of the largest and fastest-growing franchisors and operators of fitness centers in the U.S., in connection with its international expansion to Australia. The country's first official Planet Fitness locations are in Tuggerah and Gosford in the Central Coast of New South Wales, and a location in Casula is expected to open in 2020.

As part of its expansion, Planet Fitness has signed an Area Development Agreement with Bravo Fit Holdings Pty Ltd. (Bravo), which will bring a minimum of 35 Planet Fitness locations to Australia over the next several years. Bravo is a joint venture among U.S. franchisees, Bravo Fit, LLC and PF Growth Partners, LLC and leading Australian fitness operator, Dallas Rosekelly's Galactic Fitness Pty.

The Day Pitney team was led by senior associate Alex P. Garens, who assisted in negotiating and structuring the acquisition, transfer, and licensing of the intellectual property rights necessary for the franchise to launch in Australia.

The company's official press release can be viewed [here](#).

Key Contacts



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