



## FIRST PLANET FITNESS POWERED BY THE SUN

*St. Petersburg Planet Fitness Becomes Florida's Largest Solar Retrofit Building*

**HAMPTON, NH (JULY 10, 2017)** – [Planet Fitness, Inc.](#), one of the largest and fastest-growing franchisors and operators of fitness centers in the U.S., announced today that its St. Petersburg club has partnered with Solar Energy Management to become the first 24/7 Planet Fitness to be a net-zero energy building. The updated, energy efficient Planet Fitness, located at 5335 66<sup>th</sup> Street North, St. Petersburg, FL 33709, is now 99.5 percent reliant on sustainable solar power.

Clean, renewable solar energy was incorporated into the building's redesign which involved the placement of 179 kilowatts of solar panels to feed energy throughout its 20,000 square-foot location. The install featured a solar power canopy and solar roof system fully integrated into the building's infrastructure. As a result, more than 5,600 tons of carbon dioxide will be eliminated, the equivalent to the planting of more than 130,000 trees, and the building's monthly energy bill will be reduced by 99 percent. In addition to the solar power overhaul, the fitness location also upgraded its lighting to LED fixtures to further maximize energy efficiency.

"Planet Fitness is proud to do its part in improving energy efficiency and make a difference one location at a time," said Doug Kuiken, Planet Fitness franchisee. "This represents the first, fully solar-powered Planet Fitness in our Company's history and we are excited to contribute to the greener future of the St. Petersburg community. We invite our local members to see exactly how much power is being produced by the solar panels using monitors available in the hallway."

"Retrofitting the Planet Fitness location is truly a breakthrough and the first of its kind to provide affordable solar power in Florida, and we're honored to have been a part of the project," said Scott McIntyre, CEO of Solar Energy Management based in Tampa. "Having converted this building to zero energy will allow for significant energy savings and a short payback for many years to come."

Planet Fitness offers extremely low prices (memberships for just \$10 or \$19.99 a month) and a variety of benefits including a hassle-free environment called the Judgement Free Zone, brand name cardio and strength equipment, fully equipped locker rooms, flat screen televisions, unlimited small group fitness instruction by a certified trainer through the pe @ pf® program, and much more.

Planet Fitness also provides members with an opportunity to connect and support each other with "Planet of Triumphs," an online community that celebrates all accomplishments and inspirational stories of Planet Fitness members. Planet of Triumphs provides an online platform for members to recognize their triumphs (big or small), share their stories and encourage others, reinforcing the Company's belief that 'everyone belongs'. Check out real Planet Fitness member stories and accomplishments at [PlanetofTriumphs.com](#).

For more information on Planet Fitness and to find a club location near you, please visit [PlanetFitness.com](#).

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### **About Planet Fitness**

Founded in 1992 in Dover, N.H., Planet Fitness is one of the largest and fastest-growing franchisors and operators of fitness centers in the United States by number of members and locations. As of March 31, 2017, Planet Fitness had approximately 10 million members and more than 1,300 stores in 48 states, the District of Columbia, Puerto Rico, Canada and the Dominican Republic. The Company's mission is to enhance people's lives by providing a high-quality fitness experience in a welcoming, non-intimidating environment, which we call the Judgement Free Zone®. More than 95% of Planet Fitness stores are owned and operated by independent business men and women.

### **About Solar Energy Management**

Solar Energy Management (SEM Power LLC) is a state of Florida innovator in state-of-the-art solar power solutions for commercial and residential clients. For more information, please visit [www.solarenergymgmt.com](http://www.solarenergymgmt.com), or call 727-430-3043.

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