



PureGym to operate 90 sites by the end of 2014

Expansion plans still in place following end of planned merger with The Gym Group

3 September 2014 – PureGym, the UK's leading affordable fitness chain, will still continue with its rapid expansion plans following the news of the termination of their planned merger with The Gym Group. The two gym chains came to the mutual agreement following a decision by the UK Competition and Markets Authority (CMA) to refer the transaction to a second stage in-depth investigation.

Pure Gym, established in 2008 by leisure entrepreneur Peter Roberts, has been a key driving force behind the growth of the affordable fitness sector, with the popularity of low cost gyms continuing to rise. There are currently 70 operating PureGyms with a further twenty new gyms due to open before the end of 2014. PureGym will have 430,000 members by the end of this year which will put them alongside the two of the largest gym operators in the UK.

Peter Roberts, PureGym Founder and CEO comments "We still believe that our planned merger with The Gym Group would have provided more availability of affordable fitness to the people of the UK. However with the delay of the process we came to an amicable decision with The Gym Group to be independent companies and continue with our rapid growth strategy. We wish their team all the success with their future plans".

He added "We are continuously looking for new sites throughout the UK and we are still interested in future acquisitions of smaller gym groups with the vision of having 130 gyms open by the end of 2015. We are also looking to expand our portfolio in Europe where we are currently the 2nd largest budget fitness operator, as well as other countries outside of Europe. We are also in discussions with a number of commercial partners about improving the current offering and enhancing the member experience".

PureGym offers gym memberships with none of the usual stereotypes often associated with the industry, such as fixed year contracts, limited opening hours and high cost memberships, all of which create barriers to entry for people considering joining a gym and keeping fit and healthy. At PureGym, membership starts at a purse-friendly £10.99 a month with no fixed contract, and members have access to gyms 24 hours a day, seven days a week.

For more information please log onto www.puregym.com

ENDS

For all press enquiries please contact the team at PHA Media:
Thomas Inskip – Thomas@pha-media.com / 020 7440 0788