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## **Anytime Fitness Becomes First U.S. Fitness Franchise Granted License in China**

*Fastest-Growing Global Gym Taps into Wide Open Market with 400+ Planned Locations in Asia by 2020*

**Woodbury, Minn.** – For the first-time, a U.S.-based fitness franchise is joining China’s growing franchise community traditionally dominated by restaurants and retail outlets. [Anytime Fitness](#), the fastest-growing co-ed gym in the world, was recently granted a license to franchise in China, creating new opportunities to strengthen its footprint throughout Asia.

Dave Mortensen, president and co-founder of Anytime Fitness will join master franchisee Maurice Levine in Shanghai June 27-28 to support launch and strategically align efforts with suppliers and local supporters of the expansion. With seven locations already open and operating in China, and 20 agreements signed, Anytime Fitness anticipates 300-500 gyms in China by 2020. These development efforts directly contribute to Anytime Fitness’ growing presence throughout all of Asia.

“With more than 3,500 gyms serving nearly three million members on five continents, we are confident our business model paired with the China capacity, will prosper thousands of gyms. We’re in the business of building communities and helping people achieve their goals, something that transcends across borders,” Mortensen said. “The knowledge and experience of our master franchisee will greatly facilitate the success of the Anytime Fitness brand as we navigate the local business environment.”

Levine, who also owns the rights for Singapore, Malaysia, and the Philippines, is eager to provide Chinese-culture access to 24-hour fitness opportunities. Levine opened his first Anytime Fitness gym in Singapore in October 2013 and began franchising in February 2014. In less than three years, he has grown the franchise across six countries and over 150 territories. Under his helm, Anytime Fitness has become the number one gym operator by number of outlets in Asia.

Interestingly, more than 99 percent of Chinese do not have a gym membership. To successfully tap into this huge opportunity for growth, Levine will deploy a strategy designed to build a culture of fitness. Part of his strategy includes creating the first Wellness University in Shanghai for career development and certifications of personal trainers.

“Our goal is to bring fitness to the Asian community and support people on their journey to get to a healthier place,” Levine said. “While the atmosphere and amenities are upscale, the gym is inviting, unintimidating and priced right. It brings a much-needed service to the community. It’s accessible, affordable, provides supportive coaching and is a great place for community members to get to know each other while achieving their fitness goals.”

Understanding the market, Levine decided to open in the Woodlands, a small hyper-local area, rather than in a hotspot Singapore neighborhood. He was confident this location would prosper based on

Anytime Fitness' community orientation and personalized services that help members achieve the specific results they're seeking. He was right. By promoting a community-focus, accessibility, and coachability, the 1,800 square-meter gym now has 900 active members – all of which the manager knows by name.

Open 24 hours a day, 365 days a year, Anytime Fitness offers convenient and affordable exercise with supportive coaching and community events. When members join one gym, they gain access to all of the 3,500+ Anytime Fitness gyms worldwide, at no extra cost. Gyms are equipped with state-of-the-art strength training and cardio equipment, offer personal training sessions and small group programs. Through support and guidance from trainers and staff and encouragement from a community of members, Anytime Fitness aims to motivate individuals on their journey to Get to a Healthier Place®, no matter where they live or what their physical fitness level is.

### **About Anytime Fitness**

Ranked #1 on *Entrepreneur's* prestigious Top Global Franchise list, Anytime Fitness is the fastest-growing gym franchise in the world, with more than 3,500 gyms serving nearly 3,000,000 members on five continents. Open 24 hours a day, 365 days a year, Anytime Fitness prides itself on providing its members with convenient fitness options and friendly, personal service in well-maintained facilities which feature top-quality exercise equipment. Gyms are now open in all 50 states, Canada, Mexico, Australia, New Zealand, England, Scotland, The Republic of Ireland, Wales, Grand Cayman, Poland, the Netherlands, Spain, Qatar, India, Chile, Japan, Singapore, Malaysia, Hong Kong, China, Taiwan, Belgium, Italy, Sweden and the Philippines. All franchised gyms are individually owned and operated. Join one gym and use them all. For more information about Anytime Fitness and its franchise opportunities, please visit [www.anytimefitness.com](http://www.anytimefitness.com).