



PRESS RELEASE

XERCISE4LESS OPENS LANDMARK CLUB IN CHESTERFIELD

This new club opening is part of the 42m expansion plans by the budget gym

Chesterfield, March 31st, 2018: Low-cost gym operator Xercise4Less will open its 50th UK club in Chesterfield later this year.

The 30,000sq ft (2,800sq m) site, due to open in June, will house a large free-weights area, a 50m sprint track, a self-contained ladies only gym, large main studio and spin studio offering 200 free classes every month. There will also be a functional training zone, dedicated 4Fiit personal training area and a combat zone complete with boxing ring and MMA cage.

The opening is part of the budget chain's accelerating expansion plans, which will see 10 new clubs opening throughout 2018. The company opened three new sites in 2017.

Launched in 2009 by entrepreneur Jon Wright, Xercise4Less currently has nearly 350,000 members – 30 per cent of who have never previously been members of health clubs.

"It's a very proud moment to be opening our 50th club," Wright said.

“The goal has always been to disrupt the fitness industry – not only by getting more people active, but by running health clubs which genuinely appeal to a mainstream audience.

“Unlike other budget operators we are not selling on price, we thrive on ‘changing lives’ and feel this ability to offer more than the consumer imagined they could receive is what will help us to continue disrupting the budget model and maintain the clear water between traditional and low-cost clubs.”

NOTES FOR EDITORS:

Xercise4Less has secured growth investment worth £42m from Swedish credit provider Proventus Capital Partners.

Wright has been praised for his efforts in trying to help reverse the childhood obesity epidemic in the UK and in October 2017 was handed the annual IHRSA European Club Leadership Award.

The company is also gaining a reputation for reaching out for people from disadvantaged backgrounds.

Last year, Xercise4Less launched a partnership initiative with Lancashire Sport Partnership to help people recovering from drug and alcohol dependency by providing them with free gym memberships, so they can incorporate regular physical activity into their daily routine.

<https://bdaily.co.uk/articles/2018/05/14/xercise4less-secures-42m-boost-to-rollout-gym-expansion-plans>

<https://www.thetimes.co.uk/article/42m-boost-for-gym-chain-xercise4less-owned-by-jon-wright-39w55lcqh>

<http://www.healthclubmanagement.co.uk/health-club-management-news/Xercise4Less-reaches-50-club-landmark-with-Chesterfield-opening/337988>

<https://www.insidermedia.com/insider/national/xercise4less-to-open-50th-gym>

