

ORANGETHEORY FITNESS MEMBERS WORK OUT TO END ALS IN #AQUESTFORMORELIFE

Orangetheory's third annual partnership with Augie's Quest to Cure ALS aims to raise more than \$6 million to fast-track research during ALS Awareness Month

BOCA RATON, Fla. – May 1, 2019 — Orangetheory® members across the United States and Canada are aiming to raise more than \$6 million this ALS Awareness Month for Augie's Quest to Cure ALS, an organization fast-tracking effective treatments and an ultimate cure for amyotrophic lateral sclerosis (ALS). This year, Orangetheory expects to exponentially build upon its prior years' tremendous results -- raising more than \$2 million in 2017 and \$4 million in 2018, respectively. This year's campaign, called #AQuestforMoreLife, will run from May 1 to May 15 across Orangetheory's network of more than 1,100 U.S. and Canadian studios.

Orangetheory's decision to partner with Augie's Quest not only supports its purpose to help people achieve #MoreLife, by living a longer, more vibrant life, but also hits close to home in the fitness community. Augie Nieto, a fitness industry pioneer and founder of Life Fitness, was diagnosed with ALS in 2005 and has since made it his mission to find a cure for the disease that affects far too many people today, robbing them of their muscles and every benefit that exercise provides. Orangetheory's 2017 and 2018 fundraisers mark the most successful campaigns in Augie's Quest history and were key to the organization's ability to advance a promising ALS treatment into human clinical trials last year.

"While this annual ALS campaign lasts just two weeks, the overwhelmingly positive support and unbridled, creative enthusiasm from the Orangetheory community makes this collaboration quite possibly *the largest and most concerted effort* to advance promising ALS treatments, period," says Augie Nieto, co-founder of Augie's Quest to Cure ALS and chair of the ALS Therapy Development Institute. "Simply put, Orangetheory and its nation of committed team members, studio members and communities will make it possible for us to #EndALS. They are leading us to an inevitable cure, bringing real hope and progress to countless families like mine."

"The Orangetheory community continues to rally around Augie's Quest, with everyone from members to coaches to franchisees passionately chipping in to help." says Orangetheory Chief People Resource Officer Leslie Daley. "As often stated by Augie's wife, Lynne, 'ALS is not an incurable disease, but rather an underfunded one.'"

During the campaign, Orangetheory staff are challenging their members and each other to donate at least \$1 per splat point earned. A splat point is earned each minute a member spends in the Orange Zone, which is their target training zone of 84 percent to 91 percent of their heart rate. Net proceeds raised from #AQuestforMoreLife will be donated to Augie's Quest to fast-track cure-driven drugs, like the promising AT-1501 that successfully advanced to Phase 1 Human Clinical Trials in late 2018; support an innovative Precision Medicine Program providing both ALS patients and scientists invaluable, personalized information and complex learnings; and significantly drive more drugs into the development pipeline.

In addition to its daily schedule of fitness classes, Orangetheory studios will also host an Augie-thon, a specialty in-studio donation class, across all U.S. and Canada locations on May 11. This unique 90-minute class will be open to members and non-members with a \$25 donation.

For more information about the #AQuestforMoreLife campaign, please visit your nearest Orangetheory Fitness studio. To learn more about Augie's Quest, please visit AugiesQuest.org. Members and non-members alike can make donations at AugiesQuest.org/OTF. More information about Orangetheory Fitness is available on Orangetheory's website. Follow Orangetheory Fitness on Facebook, Twitter and Instagram for the latest news and trends.

About the Orangetheory® Fitness:

Orangetheory® (www.orangetheoryfitness.com) makes it simple to get more life from your workout. One of the world's fastest-growing franchise companies, Orangetheory has developed a unique approach to fitness that blends a unique trifecta of science, coaching, and technology that work together seamlessly to elevate participants' heart rates to help burn more calories. Backed by the science of excess post-exercise oxygen consumption (EPOC), Orangetheory workouts incorporate endurance, strength, and power to generate the 'Orange Effect' – whereby participants keep burning calories for up to 36 hours after a 60-minute workout. Orangetheory franchisees have opened close to 1,200 studios in 50 U.S. states and 22 countries. The company was ranked #60 in Inc. magazine's Fastest Growing Private Companies List and listed as #25 on the 2019 Entrepreneur Franchise 500 list. Visit www.otffranchise.com for global franchise opportunities. For more information, follow Orangetheory® Fitness on Instagram at [@orangetheory](https://www.instagram.com/orangetheory) or visit <https://www.orangetheoryfitness.com/>.