

PITTSBURGH – JULY 2018

# PNC MEZZANINE CAPITAL ANNOUNCES RECAPITALIZATION OF CR FITNESS HOLDINGS

**PNC Mezzanine Capital is pleased to announce its recent investment of debt and equity in CR Fitness Holdings (“CR Fitness” or the “Company”). Headquartered in Tampa, FL, CR Fitness is one of the largest and fastest-growing franchisees of Crunch Fitness, one of the premier “high value, low price” gym chains in the country. PNC Mezzanine Capital invested alongside Management and NB Group (“NBG”) to accelerate the Company’s growth initiatives.**

**Led by a veteran management team with over one hundred years of combined experience in the fitness industry, CR Fitness is rapidly expanding its club footprint in Florida and Georgia. The existing CR Fitness management team will remain with the company and lead its continued growth. With a comprehensive fitness offering and affordable price point, Crunch Fitness offers unmatched value to its members regardless of fitness level, and is well positioned to take advantage of the increasing nationwide focus on health and wellness.**

“We’re excited to partner with PNC Mezzanine Capital and NB Group as we embark on a period of rapid growth and transformation for the company,” said Vince Julien, CEO of CR Fitness. “We enjoyed working with both firms throughout the investment process and are excited to draw on PNC Mezzanine Capital’s experience and resources to assist us moving forward.”

“We are extremely impressed with the management team of CR Fitness and their accomplishments to date, and we are excited to combine forces to continue the Company’s growth trajectory,” added PNC Mezzanine Capital Partner Doug Phillips. “With significant experience investing in multiple fitness platforms over the years, we believe PNC Mezzanine Capital will be a strong partner with ample capital to help execute management’s vision.”

## **ABOUT PNC MEZZANINE CAPITAL**

PNC Mezzanine Capital is focused on financing buyouts, recapitalizations and consolidation strategies for companies in a wide range of industries, including business services, niche manufacturing and value-added distribution. Since 1989, PNC Mezzanine Capital has been a stable, thoughtful mezzanine partner for sponsor groups, entrepreneurs and management teams. Our approach has been to underwrite the long-term business strategy of our portfolio companies, allowing us to respond constructively to the opportunities and challenges of the changing business environment. As a result, PNC Mezzanine Capital has made 162 investments in 86 companies in support of 302 transactions. We seek to invest \$10 million to \$40 million in subordinated debt and equity in companies with strong management teams, proven business models, and stable cash flows with a clear avenue for growth. For more information on PNC Mezzanine Capital, please visit [www.pnc.com/mezzanine](http://www.pnc.com/mezzanine).

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