

## Press Release

# Akerman Represents Sunshine Fitness Management LLC in Sale of Majority Interest to TSG Consumer Partners

January 8, 2018

Akerman LLP, a top 100 U.S. law firm serving clients across the Americas, today announced it has represented Sunshine Fitness Management LLC, one of the nation's largest franchisees of Planet Fitness clubs (NYSE: PLNT), in its sale of a majority interest to private equity fund TSG Consumer Partners. Closed in late 2017, the transaction is to advance the growth of Sunshine Fitness through several national markets.

Founded by Co-CEOs Eric Dore and Shane McGuinness in Orlando, Fla., Sunshine Fitness is one of the largest franchisees of Planet Fitness clubs. Since opening the first franchised Planet Fitness location in 2003, Sunshine Fitness has grown rapidly and currently operates 31 locations across Florida, Georgia and Alabama.

McGuinness said, "We're excited to be partnering with a top tier consumer expert like TSG, who has an extensive track record in supporting and building world class brands, as well as an intimate knowledge of Planet Fitness. With TSG's support, we look forward to accelerating growth of the Sunshine Fitness platform through new store growth and acquisitions, while enhancing the unique, welcoming environment that we provide to our members in the region."

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### Related People

Nathan N. Balint  
Jed Freeland  
Bill Sullivan

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### Related Work

Corporate  
M&A and Private Equity

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### Related Offices

Fort Lauderdale  
Orlando

Nathan Balint and Jed Freeland, partners in the Corporate Practice Group in the Orlando, Fla., office, led the Akerman team that represented Sunshine Fitness. In addition, William Sullivan, partner in the Tax Practice Group in Fort Lauderdale, Fla., provided significant contributions to the transaction.

Corporate associate William Kim in Orlando also assisted throughout the sale process.

### **About Akerman**

Akerman LLP is a top 100 U.S. law firm recognized by *Financial Times* as among the most forward thinking firms in the industry. Its more than 650 lawyers and business professionals collaborate with the world's most successful enterprises and entrepreneurs to navigate change, seize opportunities, and overcome barriers to innovation and growth. Akerman is known for its results in middle market M&A and complex disputes, and for helping clients achieve their most important business objectives in the financial services, real estate, and other dynamic sectors across the United States and Latin America.

The Akerman Corporate Practice Group advises public and private companies, including private equity funds, on M&A, capital markets transactions, financings, and other transactional matters, with a strong focus on the middle market. Akerman is top-ranked nationally for mergers, acquisitions and buyouts: middle market by *The Legal 500* and is recognized as a leading U.S. law firm by *U.S. News - Best Lawyers* for corporate, M&A, private equity, securities/capital markets, securities regulation and banking and finance law.