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CDM's Planet Fitness acquires two Maxx Fitness Clubzz

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Warren, RI Planet Fitness franchise group CDM Fitness Holdings (CDM), an SBJ Capital (SBJ) portfolio company, acquired two fitness center locations from Maxx Fitness Clubzz.

The Planet Fitness location in Warren is 20,000 s/f and is located at 601 Metacom Ave. The Lincoln location is 15,500 s/f and is located at 622 George Washington Hwy. CDM will make an investment of more than \$5 million for two full club remodels to be completed in spring 2024.

The two locations are currently open and operating, featuring a variety of cardio equipment and strength and free weights equipment, and also offer free fitness training through the pe @ pf program. The complete renovations next year will include all-new equipment, plus Black Card Spas featuring massage chairs, HydroMassage loungers, CryoLounge+ loungers, and brand-new RelaxSpace Wellness Pods. In the Wellness Pods, members can relax, reset, and focus on their mental health for up to 15 minutes by selecting videos, scents and even temperatures while learning more about diet, nutrition, breathing, and the benefits of exercise.

CDM has grown to 62 locations in Massachusetts, Rhode Island, New Hampshire, and Vermont,

and 72 locations nationally after acquiring the two clubs in Rhode Island. The franchise group was founded in 2002 with a single fitness club in Franklin, Mass.

“As the largest health club provider in New England, CDM is grateful for this opportunity to expand in Rhode Island and to bring more affordable access to fitness to Warren and Lincoln. We are actively seeking additional 15,000 to 20,000 s/f spaces in the community to continue our growth,” said Bruce Edwards, CDM chief executive officer, a Planet Fitness franchise division. “We’re excited to open these two locations under the Planet Fitness brand.”

Planet Fitness invites new members to sign up online or onsite at the clubs, which are open Monday through Thursday from 5am – 10pm, Friday from 5am – 9pm, and Saturday and Sunday from 7am – 5pm.

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