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Town Sport International Announces Launch of Studio Collective in Partnership With Tone HouseSM

NEW YORK, March 29, 2016 /PRNewswire/ -- Town Sports International Holdings, Inc. (TSI) (NASDAQ: CLUB), is pleased to announce a partnership with NYC's first-ever extreme athletic-based training studio, Tone HouseSM. Tone HouseSM is the second studio brand joining TSI to form a curated studio collective.

The first Tone HouseSM location will be added to a downtown New York Sports Clubs in mid-summer 2016. Tone HouseSM will then launch programming inside Town Sports' already-existing 10,000 square foot boutique space, Boutique Fitness Experience (BFX), in NYC's Chelsea District, as well as a second studio collective on Manhattan's Upper East Side. Tone HouseSM will offer its signature team-oriented and results-driven classes and operate independently of TSI.

"The fitness landscape has changed dramatically in the last several years. Expanding partnerships with premium studios like Tone HouseSM allows us to embrace the specialized fitness programs our customers enjoy while allowing boutique owners and other private studio brands to increase their growth while significantly reducing their financial risk," said Patrick Walsh, CEO of TSI. "Town Sports is well-positioned to assist in Tone House's expansion in a win-win partnership model."

"Tone HouseSM is pleased to partner with Town Sports International on this exciting real-estate partnership," said Elvira Yambot, COO at Tone HouseSM. "The opportunity to operate within TSI's established locations allows us to keep up with demand and quickly expand Tone House's brand footprint in NYC and beyond."

About Town Sports International Holdings, Inc.:

New York-based Town Sports International Holdings, Inc. is one of the leading owners and operators of fitness clubs in the Northeast and mid-Atlantic regions of the United States and, through its subsidiaries, operated 152 fitness clubs as of December 31, 2015, comprising 105 New York Sports Clubs, 27 Boston Sports Clubs, 12 Washington Sports Clubs (one of which is partly-owned), five Philadelphia Sports Clubs, and three clubs located in Switzerland, and three BFX Studio locations. In addition, the Company also has one partly-owned club that operated under a different brand name in Washington, D.C. as of December 31, 2015. These clubs collectively served approximately 541,000 members as of December 31, 2015. For more information on TSI, visit <http://www.mysportsclubs.com>.

About Tone House:

Tone House is New York City's first-ever extreme athletic-based training studio that allows you to unleash your inner athlete. Founded by Alonzo Wilson in 2014, Tone House implements the movement training philosophy, equipment, and challenging workouts normally geared towards the professional athlete to anyone looking to take their fitness journey to the next level. Whether you're an elite athlete, or want to train like one, Tone House will push you out of your comfort zone and help you reach your full potential. For more information visit www.tonehousenewyork.com.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/town-sport-international-announces-launch-of-studio-collective-in-partnership-with-tone-house-300242534.html>

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