

Empire Portfolio Group Acquisition of Eight Studios in Maine, Vermont, and New Hampshire

JULY 21, 2021

Winston & Strawn LLP represented Empire Portfolio Group, a leading Area Developer and Franchisee of Orangetheory® Fitness, the heart rate-based, interval-training fitness franchise, in its acquisition of eight studios in Maine, Vermont, and New Hampshire, along with the area development rights for those regions. This is Empire's second major acquisition this month, following its investment in four Connecticut studios earlier in July, for which Winston also advised. With these acquisitions, Empire strengthens its ties to the New England and Mid-Atlantic regions with a total of more than 60 studios in Connecticut, New Jersey, New York, Maine, Vermont, and New Hampshire. The acquisition also provides Empire the ability to develop new studios as well as oversee current franchisees in Maine, Vermont, and New Hampshire. Empire recently partnered with private equity group Revelstoke Capital Partners and has a dual mission of expanding career opportunities to current and future staff and increasing access to the Orangetheory Fitness trifecta of science, coaching, and technology to its growing membership base.

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