

# Empire Portfolio Group's Acquisition of Ten Orangetheory Studios in North and South Carolina

AUGUST 31, 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 ten Orangetheory studios and the area development rights in Charlotte, including parts of North Carolina and South Carolina. This transaction marks Empire's third acquisition since partnering with Revelstoke Capital Partners in December 2020 and follows two other recent acquisitions, which added 12 studios and three new states to the Empire platform. With these acquisitions, Empire strengthens its position on the East Coast with a total of more than 76 studios in New York, New Jersey, Connecticut, Maine, Vermont, New Hampshire, North Carolina, and South Carolina. This acquisition also provides Empire the ability to develop new studios as well as oversee current franchisees in the greater Charlotte area.

1 Min Read

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