



ANYTIME FITNESS' PARENT COMPANY ACQUIRES BASECAMP FITNESS WITH PLANS TO FRANCHISE WORLDWIDE

Basecamp Fitness' fast, fun workout routine was developed by Nick Swinmurn, the founder of Zappos

[Woodbury, Minn. – October 31, 2018] – Self Esteem Brands, the parent company of [Anytime Fitness](#), has purchased a new fitness concept with plans to franchise it worldwide. [Basecamp Fitness](#) was developed by Nick Swinmurn, the founder of Zappos, and currently has five locations – three near Los Angeles and two in the San Francisco area.

“Our plan is to build additional corporate-owned studios next year to explore consumer preferences and perfect the Basecamp Fitness experience,” said Chuck Runyon, Co-founder and CEO of [Self Esteem Brands](#) and Anytime Fitness, the world’s largest fitness franchise. “We hope to begin franchising Basecamp Fitness in the U.S. and internationally in 2020.”

[WATCH A BASECAMP FITNESS WORKOUT](#)

Basecamp Fitness’ high-energy workout sessions are designed to increase strength while improving cardio performance by alternating 60-second bursts of various strength-training exercises with 60-seconds on a stationary “airbike” - for an intense 35 minutes. The fast, fun sessions are followed by an optional 10-minute core exercise session to conclude the workout.

“We believe that Basecamp Fitness and Anytime Fitness will appeal to two very different types of consumers,” said Dave Mortensen, Co-founder and President of Self Esteem Brands and Anytime Fitness. “Anytime Fitness gyms feature convenient, 24-hour access, a welcoming, supportive environment and a growing variety of coaching programs to personally help members achieve their individual fitness goals. Basecamp Fitness features high-intensity workouts designed for those seeking

fast-paced interval training that tests how far you are willing to push yourself – efficient and effective group sessions, for people of all fitness levels, intended to produce strong bodies, hearts and minds.”

Jedidiah Schmidt will lead the new Basecamp Fitness development team after recently being promoted to the position of Basecamp Fitness Brand President. Previously, Schmidt served as Brand President for Provision Security Solutions, a Self Esteem Brands company that develops, installs and services technology systems at Anytime Fitness gyms.

“We are incredibly excited to introduce Basecamp Fitness to a much larger audience, first in the Midwest and then to all corners of the globe,” Schmidt said. “Basecamp Fitness’ business model has a proven track record of providing members with significant health and fitness improvements through an intense and efficient workout. And Self Esteem Brands is a worldwide leader in franchising with a veteran staff dedicated to supporting our franchisees.”

For additional information about Basecamp Fitness: basecamp@sebrands.com

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About Self Esteem Brands

Improving the self-esteem of the world. That’s the lofty goal of Self Esteem Brands, the parent company of Anytime Fitness (the world’s largest fitness franchise) and Waxing the City, an award-winning waxing and personal care franchise poised for rapid expansion. Self Esteem Brands is also the parent company to affiliates Provision Security Solutions, Healthy Contributions, PumpOne and Franchise Real Estate. Self Esteem Brands seeks to enrich the lives of all of those who interact with our companies in more than 30 countries worldwide. That includes our consumers, vendors, employees, franchisees and the surrounding communities, where more than 4,300 of our independently owned and operated franchises are located. Additionally, Self Esteem Brands is actively seeking other innovative business concepts to partner with and franchise.

About Anytime Fitness

Ranked #12 on *Entrepreneur’s* prestigious Top Global Franchise list, Anytime Fitness is the fastest-growing fitness franchise in the world, with more than 4,300 gyms serving nearly 4,000,000 members on five continents. Open 24 hours a day, 365 days a year, Anytime Fitness prides itself on providing its members with convenient fitness options and friendly, personal service in well-maintained facilities which feature top-quality exercise equipment. Gyms are now open in all 50 states and more than 30 countries. Join one gym and use them all.

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