

For Immediate Release
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UFC GYM[®] ANNOUNCES EXCLUSIVE PARTNERSHIP WITH TD LIFESTYLE TO DEVELOP LOCATIONS THROUGHOUT UNITED KINGDOM AND REPUBLIC OF IRELAND

London, England – UFC GYM[®] today announced an exclusive 10-year partnership with TD Lifestyle plc., to open more than 100 locations throughout the United Kingdom and the Republic of Ireland. This landmark collaboration to bring UFC GYM locations to Europe will make history as the largest development partnership in UFC GYM history.

“We are thrilled to announce this exclusive partnership and expand UFC GYM’s global footprint throughout Europe,” UFC GYM President Adam Sedlack said. “This historic partnership serves as a milestone and an opportunity for both UFC and UFC GYM brands, as the U.K. and Ireland markets host a significant population of MMA fans and fitness enthusiasts. It’s an honor for UFC GYM to bring its revolutionary style of fitness to new regions and continually grow our Train Different philosophy!”

Since debuting in 2009, UFC GYM has opened more than 150 locations throughout the United States, Australia, Bahrain, Canada, Chile, Mexico, Oman, Philippines, Taiwan, Vietnam, the United Arab Emirates.

“UFC GYM’s are an amazing way for individuals and families to work out and get in shape together,” former UFC middleweight champion Michael Bisping said. “We have a lot of different training programs suitable for all ages and we’re excited to finally bring our unique brand of fitness to the U.K. and Ireland.”

With three club formats – designated as *Signature*, *Core* and *Class* – club members will benefit from a full-range of functional fitness classes, group and private MMA training, group fitness, personal and group dynamic performance-based training, plus MMA youth programming, UFC GYM creates training programs to fit all ages and fitness levels. UFC GYM programming has been developed through exclusive access to the training regimens of internationally-acclaimed UFC[®] athletes, providing members with everything they need for the entire family to move, get fit and live a healthy life.

“We’ve been working for a couple years to bring UFC GYM to England, Scotland, Wales and all of Ireland,” TD Lifestyle Director Joe Long said. “We’ve negotiated an unprecedented partnership to launch all three club formats and our UFC GYM locations will be very different compared to anything currently being offered in the U.K. UFC GYM’s possess a versatile fitness platform while offering the highest caliber training facilities within an aspirational and high energy environment.”

Membership includes unlimited access to UFC’s world-famous Octagon[®] and signature classes such as Daily Ultimate Training[®] (DUT[®]), TRX[®], Muay Thai, Brazilian jiu-jitsu, kickboxing, boxing, mixed martial arts conditioning, women’s self-defense, as well as popular group fitness classes.

More information regarding the upcoming gym locations will be available on the [UFC GYM UK](#) website and across UFC GYM UK social channels. In addition to the corporate owned signature clubs, UFC GYM also offers the unique opportunity to own and operate a UFC GYM franchise. For franchise information, please visit www.ufcgym.co.uk.

About UFC GYM®

UFC GYM® is the first major brand extension of UFC®, the world's premier MMA organization. In alliance with New Evolution Ventures™ (NeV), developers of many of the world's most successful fitness brands, UFC GYM offers a full-range of group fitness classes, private MMA coaching, personal and group dynamic training, plus MMA-style youth programming, providing something for all ages and fitness levels. As the first to combine the worlds of MMA and fitness, UFC GYM's TRAIN DIFFERENT® approach creates an atmosphere where members can see immediate results. UFC GYM is the ultimate fitness experience. The brand is not what you expect, and more than you can imagine. With 150 locations open and more than 500 currently in development, UFC GYM is revolutionizing the fitness industry. For more information, please visit www.ufcgym.com. Like UFC GYM at www.facebook.com/ufcgym, follow at www.twitter.com/ufcgym and www.instagram.com/ufcgym or subscribe at www.youtube.com/UFCgym.

About UFC®

UFC® is a premium global sports brand and the largest Pay-Per-View event provider in the world. Celebrating its 25th Anniversary in 2018, UFC boasts more than 278 million fans worldwide and has produced over 400 events in 21 countries since its inception in 1993. Acquired in 2016 by global sports, entertainment and fashion leader Endeavor (formerly WME | IMG), together with strategic partners Silver Lake Partners and KKR, UFC is headquartered in Las Vegas with a network of employees around the world. UFC produces more than 40 live events annually that consistently sell out some of the most prestigious arenas around the globe, while programming is broadcast in over 163 countries and territories to more than 1.1 billion TV households worldwide in 35 different languages. UFC FIGHT PASS®, a digital subscription service, delivers exclusive live events, thousands of fights on-demand and original content to fans around the world. For more information, visit UFC.com and follow UFC at Facebook.com/UFC, Twitter, Snapchat and Instagram: @UFC.

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