

**FOR IMMEDIATE RELEASE  
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**GOLD'S GYM SIGNS EXCLUSIVE GLOBAL LICENSING AGREEMENT WITH LEARFIELD LICENSING PARTNERS**

**Indianapolis.** Learfield Licensing Partners, a trademark management agency specializing in licensing and branding, is pleased to announce that Gold's Gym has signed an exclusive agreement with Learfield Specialty Brands, a division of Learfield Licensing, to be its global representative across all categories for licensing and merchandising for the iconic fitness brand.

Learfield Licensing has been hired to continue Gold's Gym's growth as the premier global health and fitness leader. Expanding core product categories, including nutrition, supplements, and performance and casual apparel, is a key component of the new global partnership. Additionally, Learfield Licensing will focus on building partnerships with innovative companies aiming to advance health and fitness through cutting edge technology.

"We are excited to begin the partnership with Learfield Licensing Partners to grow our global licensing program," said Craig Sherwood, senior vice president of franchise and licensing at Gold's Gym. "We chose Learfield because of its deep experience in licensing and their strong operating systems. We are confident the Learfield team will enhance and grow our high-quality line of branded products around the world."

There are currently over 700 Gold's Gyms, including over 350 international locations. Learfield Licensing is thrilled to be working with the iconic fitness brand on a global scale.

"We are honored to be the agency of choice for Gold's Gym, a globally recognized brand and ambassador of health and fitness," said Bob Bernard, president and CEO of Learfield Licensing Partners. "This organization possesses a storied history in the fitness industry and we are privileged to be partnering with them. Gold's Gym and our Specialty Brands' division will partner to embrace Gold's present needs with the purpose of expanding their global and national brand presence as the company continues to chart a pathway to the future in health and fitness."

Along with handling the day-to-day management duties of Gold's Gym's trademark licensing program, Learfield Licensing will utilize licensing and marketing partnerships to stimulate fan connectivity and engagement to grow the Gold's Gym brand around the world. Celebrating the history and heritage of Gold's Gym will allow for impactful co-branding opportunities and increased visibility.

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About Gold's Gym

Gold's Gym has been the world's trusted fitness authority since 1965. From its beginning as a small gym in Venice, California, Gold's Gym has grown into a global icon with more than 700 locations serving 3 million people across six continents each day. Featuring personalized transformation plans, state-of-the-art equipment, certified personal trainers, a diverse group exercise program and a supportive, motivating environment, Gold's Gym delivers the most dynamic fitness experience in the industry. The Gold's Gym experience recently expanded to include **BOOTCAMP** group training as well

as **GOLD'S STUDIO**<sup>®</sup> – which gives members access to boutique-style classes like **GOLD'S FIT**<sup>®</sup>, **GOLD'S BURN**<sup>™</sup> and **GOLD'S CYCLE**<sup>™</sup>, all under the same roof – along with **GOLD'S AMP**<sup>™</sup>, the first digital personal training app from a brick-and-mortar gym. More than a gym, Gold's Gym combines coaching, community and more than 50 years of fitness expertise to help people around the world achieve their potential through fitness. For more information, visit [www.goldsgym.com](http://www.goldsgym.com) or follow Gold's Gym on [Facebook](#), [Instagram](#) and [Twitter](#).

#### About Learfield Licensing Partners

Learfield Licensing Partners is a world-class licensing firm whose services and success align perfectly with Learfield's history, strength and reputation. With industry-leading technology and a dynamic team of licensing and branding experts, we provide best practices and strategies to properly protect and promote our clients' brands, and build partnerships that help our clients succeed, with resources and strategies for growth from Learfield.

Learfield manages the multimedia and sponsorship rights for more than 125 collegiate institutions, conferences and arenas, and supports athletic departments at all competitive levels as title sponsor of the Learfield Directors' Cup. For more than four decades, Learfield has connected brands to the excitement, passion, tradition, fun and fans of college sports and now leverages multiple platforms and partnerships through distinct offerings through its affiliated companies.