



**FOR IMMEDIATE RELEASE**

**Gym Revival Group, Inc. Launches \$1 Billion  
Rollup to Professionalize and Scale Gyms  
Globally**



## **Global Rollup to Institutionalize and Consolidate the Fitness Industry**

**DALLAS — March 4, 2026** — Gym Revival Group, Inc., a global fitness business transformation firm, today announced the launch of a **\$1 billion strategic rollup initiative** to acquire and scale high-potential gyms and fitness enterprises across the United States and select international markets.

The program leverages Gym Revival Group’s proprietary governance frameworks, embedded executive leadership teams, and standardized operational platform to drive disciplined, scalable post-acquisition growth. The initiative is supported by structured capital planning to enable efficient execution across multiple markets.

“The global fitness industry is large and growing, yet many operators face operational fragmentation and lack standardized systems,” said Richard Miller, Chief Executive Officer of Gym Revival Group. “This rollup consolidates high-performing gyms into a professionalized platform—unlocking operational efficiency, supporting sustainable enterprise growth, and establishing a model for scalable, repeatable success across every location.”

## **Driving Growth Through Institutional Frameworks**

Gym Revival Group applies proprietary systems to guide acquisition evaluation, deploy embedded executive teams, and implement standardized stabilization and alignment processes.

The firm has benchmarked more than **1,200 fitness businesses** as potential acquisition targets, providing a data-driven foundation for scalable transformation. Frameworks are currently being piloted in select facilities to refine operational methodologies and demonstrate measurable impact.



## Key Institutional Capabilities

### **Standardized Performance Benchmarking (GRI™-Aligned)**

Objective evaluation of operational readiness, financial efficiency, and growth capacity.

### **Embedded Executive Teams (GRCO™)**

On-site leadership deployment to stabilize operations, drive performance culture, and scale execution across acquired clubs.

**Rapid Turnaround Protocol™** A structured 90-day framework for operational alignment, financial stabilization, and accelerated performance improvement.

## Next Steps & Market Opportunity

### **Initial Acquisitions:**

Expected to begin in Q2 2026, subject to customary closing conditions.

### **Market Context:**

Despite the size and growth trajectory of the global fitness market, many operators lack standardized governance, institutional systems, and scalable infrastructure.

### **Strategic Goal:**

Create repeatable, systems-driven platforms capable of sustainable growth, operational excellence, and measurable enterprise impact across every acquired location.

Members of the press are invited to schedule briefings or request anonymized operational proof sets to review pilot results and platform capabilities.



## **About Gym Revival Group, Inc.**

Gym Revival Group, Inc. is the fitness industry's leading business transformation firm — revitalizing distressed assets, launching high-growth ventures, and building institutional-grade fitness enterprises. Leveraging proprietary systems, elite operators, and investment-level infrastructure, the firm delivers billion-dollar execution to visionary leaders across the U.S. and globally.