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COWBOYS FIT EXPANDS FRANCHISE WITH FOURTH LOCATION IN PFLUGERVILLE

PFLUGERVILLE, Texas (August 26, 2020) — The Pflugerville City Council approved a marketing grant performance agreement between the Pflugerville Community Development Corporation (PCDC) and Cowboys Fit during their August 25 regular meeting following approval by the PCDC Board during their regular meeting on August 19.

The PCDC agreement requires Cowboys Fit to advertise the new fitness center location in Pflugerville using the co-branded Cowboys Fit Pflugerville logo, and provides for local discount rates.

“How about them Cowboys! We are excited to welcome Cowboys Fit to the Pflugerville pfamily,” Mayor Victor Gonzales said. “Now more than ever, it’s important to focus on our health. The Cowboys Fit franchise will help Pflugerville tackle our fitness goals.”

PCDC will fund up to an agreed upon amount annually in marketing grants for the first three years provided that Cowboys Fit offers a discount rate of 10% to Pflugerville residents, and 20% to veterans, and military personnel. To meet compliance, the Pflugerville location will be called “Cowboys Fit Pflugerville,” and must submit required documentation, enter into a 10-year lease, invest in approximately 57,000 square feet located in the Stone Hill Town Center, and remain in business for five years.

“With the announcement of our newest Cowboys Fit in Pflugerville, we couldn’t be more proud to see the growth of the Cowboys Fit brand expand to Central Texas,” said Dallas Cowboys Chief Sales and Marketing Officer Jerry Jones Jr. “We have an outstanding location for our newest facility in Pflugerville where we will continue to offer a world-class gym experience to our new Cowboys Fit members in the local area.”

This is the first Cowboys Fit location outside of the Dallas-Ft. Worth area where the company has three locations in Downtown Dallas, Frisco and Plano. The new fitness center is located in the space formerly occupied by 24-Hour Fitness, and joins recent additions in the Stone Hill Town Center including James Avery Craftsman, Bath and Body Works, Nothing Bundt Cakes, Crumbl Cookies, and Duck Donuts.

About the Pflugerville Community Development Corporation

Pflugerville, Texas, is one of the fastest-growing cities in the nation, according to U.S. Census Bureau estimates released in May 2018. With a population of more than 71,000, Pflugerville is located just minutes north of downtown Austin in the desirable Central Texas region. State highways 45 and 130 and Interstate Highway 35 offer direct access to other nearby cities and a quick route to nearby airports. Hometown pride and quality of life are top priority, with residents enjoying the beautiful Lake Pflugerville, an elaborate trail system, shopping areas, new restaurants, and the community's many parades and festivals.

PCDC is responsible for attracting, retaining, and expanding businesses to create new jobs and increase tax revenue to support community development. PCDC can provide funding for use as an incentive for companies locating and growing in Pflugerville. PCDC funds, which are 4B money generated from a half-cent of the city's sales tax revenue, can also be used to construct needed infrastructure such as roads, utilities, and drainage, as well as the development of parks and recreation projects. For more information, visit www.pfdevelopment.com.

About Cowboys Fit

Cowboys Fit is a premier health and fitness company that spans more than 185,000 square-feet throughout four facilities in the DFW and Austin areas. The Cowboys Fit franchise goes above and beyond the everyday gym experience by housing all aspects of health and fitness in the same building while offering a dynamic training staff, carefully curated boutique-style classes, a unique recovery lounge, and the technology for members to gain an elevated advantage to obtain their fitness goals. At Cowboys Fit, our goal is to create one-of-a-kind facilities that enable you to train like the Dallas Cowboys and reach your fitness goals.

To learn more about Cowboys Fit, visit www.CowboysFit.com or www.Facebook.com/CowboysFit.

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