

FOR IMMEDIATE RELEASE

Fitura Brands Announces Strategic Partnership with ONE FIIT to Power National Programming Rollout

Salt Lake City, Utah — 11th May 2026 — Fitura Brands today announced a strategic partnership with ONE FIIT, further strengthening its infrastructure as it scales a next-generation portfolio of fitness and wellness concepts. The collaboration supports Fitura’s focus on building a connected, high-performance ecosystem designed to underpin consistent growth and operational excellence across all locations.

This partnership marks a significant step forward in Fitura’s mission to deliver world-class, industry-leading fitness experiences across its growing portfolio of brands, including Contrasttheory, Padel SWT, and Core Precinct. By integrating with ONE FIIT’s operating system, Fitura will be able to roll out its state-of-the-art programming in a consistent, scalable, and technology-forward manner — ensuring members receive the same high-quality workouts nationwide, regardless of location or concept.

“Consistency at scale has always been one of the biggest challenges in fitness,” said James Hurlock, CEO at Fitura Brands. “Partnering with ONE FIIT allows us to bridge that gap — delivering best-in-class programming with precision, structure, and flexibility across all of our studios and brands. This is a major step forward for both our members and our franchise network.”

ONE FIIT’s operating system enables fitness operators to standardise programming, streamline delivery, and enhance the member experience through intelligent technology. By leveraging these capabilities, Fitura is further strengthening its position as a forward-thinking leader in the health and wellness space.

“We’re excited to partner with Fitura Brands as they continue to scale and innovate,” said Ian McCaig, CEO and Founder at ONE FIIT. “Their focus on quality, consistency, and new product development aligns closely with how we believe modern group training should be delivered. Together, we’re enabling a new level of excellence in group fitness.”

Notably, ONE FIIT is also trusted by other leading global fitness brands, including HYROX, further reinforcing its position at the forefront of the industry.

This collaboration underscores Fitura’s commitment to investing in best-in-class partners and technology to enhance its offering and deliver exceptional experiences to its members.

About Fitura Brands

Fitura Brands is a leading portfolio of fitness and wellness concepts, focused on delivering premium, community-driven experiences across the verticals of athletic pilates, indoor padel, and recovery.

The company's portfolio includes **Padel//SWT, Core Precinct, and ContrasTheory.**

For more information, visit www.fiturabrands.com

About ONE FIIT

ONE FIIT is the 'group fitness operating system' that connects brands, gyms, and trainers with their communities as part of its mission to **make exercise a lifelong habit for everyone.**

As an all-in-one solution for digital and in-person group training, ONE FIIT powers premium fitness experiences for leading brands including **HYROX, FIIT, Men's Health, and Nespresso,** and for companies such as **The Gym Group, IHG, Serco Leisure, Westfield Health and Cortland Living.**

Whether through our connected training app, hybrid studio/gym app, trainer portal (or all three), gyms, hotels, residences, and brands can seamlessly acquire, engage, and grow their communities.

In 2025, FIIT was named one of the **Most Innovative Fitness and Wellness Companies** by Athletech News.

For more information, visit onefiit.com.

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