



priority private care

EQUINOX'S MOST EXCLUSIVE BRAND OFFERING, E BY EQUINOX AND PRIORITY PRIVATE CARE PARTNER

*Medicine meets exercise to create the most personalized training program
for E by Equinox members*

Priority Private Care, a 24/7 membership-based medical service on the Upper East Side and Equinox, the global high performance lifestyle leader, have collaborated to create specialized training programs for members at their recently launched E by Equinox club on Madison Avenue. This partnership is part of a portfolio of carefully curated collaborations that give E members access to the world's top health partners.

Bringing together medicine and exercise, E by Equinox trainers will use medical data collected from E Club members at Priority Private Care to create highly personalized training programs that are tailored to members unique biological specifications. Supported by expert physicians, a combination of imaging and lab tests will drive insights into the E member's medical condition in order to personalize and optimize ongoing training, diet and lifestyle choices.

Emphasizing the importance of providing an elevated approach to members, Harvey Spevak, Executive Chairman, Managing Partner, Equinox commented "As with our other Equinox offerings, this membership is more than just access to a club: it's a lifestyle and a community designed to help every member maximize their potential—however they choose to define it.

"At Priority Private Care, we believe in the importance of being on the cutting edge and always providing the best possible health experiences" stated Priority Private Care co-founder Andrew Olanow. "E Club by Equinox is an extraordinary company and brand, whose shared values and forward-thinking approach make them an ideal partner. We are excited to work with E members and trainers to further personalize E's best-in-class training programs."

E by Equinox and Priority Private Care continue to explore additional partnership opportunities in order to create a stronger bond between health and fitness.



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ABOUT PRIORITY PRIVATE CARE

Priority Private Care (PPC) is a group of forward-thinking health care professionals and physicians focused on creating the best medical experience possible for any issue at any time. Our 24/7 medical centers handle acute medical emergencies, advanced imaging needs and simple complaints all in a single location with no wait, so you can receive the smart, simple and stress free care you deserve. PPC's expert emergency room physicians and exclusive network of specialists provide a truly personalized experience in a calm and peaceful environment. Membership is by invitation.

ABOUT EQUINOX

IT'S NOT FITNESS. IT'S LIFE: Founded in 1991, Equinox was built on the notion that fitness can empower a life well-lived and foster a strong community of high performance individuals. Nearly 30 years later, Equinox continues to lead and disrupt the category it singularly defined, operating 95 full-service clubs globally across major US cities including New York, LA, Miami and San Francisco as well as London, Toronto and Vancouver, each featuring bespoke design in an unparalleled luxury environment. Grounded in the core tenets of Movement, Nutrition and Regeneration and backed by a Health Advisory Board of industry-leading experts across these disciplines, the company offers a holistic approach to fitness, inclusive of Equinox signature group fitness classes, personal training, Pilates, spa services, apparel, experiential travel and food & beverage. In 2019, Equinox will unveil Equinox Hotels as a true culmination of its lifestyle brand promise, redefining the luxury hospitality experience to be a seamless extension of high performance living. For more information, visit www.equinox.com.