



Katten Represents Flywheel Sports in Strategic Investment Led by Benvolio Group and Catterton Partners

April 3, 2014

Katten represented leading indoor cycling company Flywheel Sports in a capital investment led by the Benvolio Group, the personal investment arm of the Frankfort family led by Lew Frankfort, Coach, Inc.'s Executive Chairman, and Catterton Partners, the leading consumer-focused private equity firm. The investor group also includes a number of prominent consumer and real estate sector executives and entrepreneurs.

With 25 studios in the United States, the investment will help accelerate Flywheel's expansion both domestically and internationally and enhance its position in the boutique fitness industry.

Flywheel, the revolutionary indoor cycling experience, was founded in 2010 by legendary fitness instructor Ruth Zukerman, David Seldin and Jay Galluzzo, and opened its first flagship studio in Manhattan's Flatiron district. Flywheel indoor cycling studios feature stadium-style seating, custom engineered bikes and state-of-the-art performance tracking technology which, combined with best-in-class instructors, deliver an unparalleled fitness experience.

Katten attorneys Noah Leichtling, David Landau, David Kravitz and Austin Leach represented Flywheel in this matter, providing mergers and acquisitions, structuring, tax, securities and general corporate law advice.

"This was a complex transaction requiring a high level of coordination among multiple constituencies. Noah and the team at Katten did exceptional work on our behalf, and their insight, diligence and resourcefulness made a material difference in making this deal happen," said David Seldin, Co-Founder of Flywheel Sports.

Click [here](#) for the company press release.

CONTACTS

For more information, contact your Katten attorney or any of the following attorneys.



David S. Kravitz

+1.212.940.6354

david.kravitz@katten.com

Attorney advertising. Published as a source of information only. The material contained herein is not to be construed as legal advice or opinion.

©2025 Katten Muchin Rosenman LLP.

All rights reserved. Katten refers to Katten Muchin Rosenman LLP and the affiliated partnership as explained at katten.com/disclaimer.