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**CONTACT: Tony Kingsbaker
Tony K & Associates
(480) 595-2857**

**[n8] TOUCH TO PROVIDE CHIROPRACTORS WITH NEW DELIVERY SYSTEM
DESIGNED TO EXPAND PRACTICES, DRAW NEW PATIENTS**

**New Franchise Program Offers Three Concepts to Provide Practitioners with
New Opportunities to Develop Reoccurring Income**

SCOTTSDALE, Ariz. – Responding to a number of major concerns facing the nation’s chiropractic practices, one of the industry’s leading consultants has announced the development of a new and innovative delivery system for chiropractic services through the introduction of a new franchise system.

Greg Stanley, the founder and chairman of Whitehall Management, a Scottsdale-based consulting company to dental and chiropractic practices, today announced the national rollout of [n8] Touch, a new franchise concept that will allow doctors to capitalize on the popularity of massage studios by providing chiropractic services along with massage offerings.

“Our new concept represents an answer to a growing crisis within the chiropractic industry,” Stanley said, “that is marked by an over-saturated market, insufferable barriers that have been created by the insurance industry and doctors who are in dire need of reoccurring income resources.”

The new franchise opportunity will be unveiled by Stanley and his associates at a series of seminars beginning this month in Phoenix and in October in Dallas.

[n8] TOUCH OFFERS CHIROPRACTORS NEW BUSINESS OPPORTUNITIES

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[n8] has been specifically designed to provide a new delivery system for chiropractors addressing many of the difficulties now facing the industry. Utilizing massage services and offerings as a complement to their chiropractic adjustment practice, the new franchise organization provides franchisees national brand recognition and an opportunity to profit from the explosive growth in the massage industry.

Stanley said the rollout of the [n8] Touch concept is designed to:

- Allow chiropractors to practice at the pace they feel comfortable, spending enough time with each patient to get healing results they have been trained to achieve.
- Provide doctors with a true reoccurring revenue model for their office and eliminate high-pressure sales tactics.
- Develop a viable membership program that provides doctors with monthly access to their massage clientele. Similar in many ways to how dentists treat their hygiene patients, the [n8] Touch concept provides chiropractors a similar opportunity as patients utilize their monthly massage benefits.
- Provide chiropractors with a recognizable brand name, image and business model.
- Provide the doctor with two businesses – a massage franchise and an associate chiropractic clinic that is fed and fueled by the close proximity of the massage clientele.

Stanley cited recent statistics released by the American Massage Therapy Association that shows the massage industry will generate between \$7-\$11 billion a year over the next five years, about one-fourth of the revenue currently generated by the dental industry and easily equal to that of the current chiropractic profession.

“We feel the [n8] Touch concept will provide doctors with an opportunity to re-establish their practices on a higher and more financially stable ground,” Stanley said. “We feel our business model will allow our franchisees to practice chiropractic in an extremely low overhead position while getting access to hundreds of new massage patients each month.”

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The [n8] Touch brand will consist of three separate delivery systems, the first of which will be called Nature's Therapy Centers that will be housed in a traditional "spa-like" setting that also offers chiropractic care. The second concept will be known as "Relaxst8tion 2 Go" that will incorporate a mobile massage studio that can be taken to a variety of venues, including corporate offices, and special events such as 10K runs and marathons, fairs, festivals, athletic events and other off-site venues. The third and final component will be fixed, site specific "Relaxst8tions" designed for high traffic destinations such as malls, airports, and convention centers.

Plans call for [n8] Touch to offer a variety of massage services, including traditional table massages, as well as short neck, shoulder and back chair massages that require less time. A special membership program will be available that allows consumers flexibility in how they receive their massage treatments, ranging from one 60-minute session a month to four 15-minute sessions at any [n8] Touch outlet.

"We feel this new concept will provide doctors with a valuable resource that can help them resurrect their practices," Stanley said. "Interest in our first two seminars has been almost overwhelming, with the first two seminars in Phoenix and Dallas almost sold out."

Additional information on [n8] Touch can be obtained at www.n8touch.com or by calling Ron Stilwell at (480) 391-1940.

