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**NEW FRANCHISE COMPANY PROVIDES ENTREPRENEURS WITH NEW BUSINESS MODEL
THAT COMBINES POPULARITY OF MASSAGE AND CHIROPRACTIC SERVICES**

**Scottsdale-Based [N8] Touch Introduces Three Separate Concepts For
New Franchisees to Offer Massage Studios, Chiropractic Adjustments**

SCOTTSDALE, Ariz. – Recognizing the growing popularity of massage therapy and the need for “an occasional chiropractic adjustment,” Greg Stanley, the founder and chairman of the board of Scottsdale-based Whitehall Management, today announced the national introduction of [n8] Touch, a new franchise concept offering a variety of locations where one can obtain a relaxing massage and/or chiropractic services.

Stanley, a nationally-recognized expert and consultant to dental and chiropractic practices throughout the country, said the new and innovative delivery system “will provide entrepreneurs with a unique business model with multiple points of contact, and a way for licensed chiropractors to grow their existing practices.”

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.

[n8] TOUCH OFFERS NEW FRANCHISE CONCEPT

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“While our new business model represents an answer to a growing crisis within the chiropractic industry marked by an over-saturated market, insufferable barriers created by the insurance industry and doctors who are in dire need of reoccurring income resources, non-medical professionals have also responded very positively to [n8] Touch because of its simplicity and multiple avenues of reaching the end-user.”

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 has been specifically designed to provide a new delivery system for massage therapy and chiropractic services. The new franchise organization provides franchisees national brand recognition and an opportunity to profit from the explosive growth in the massage industry.

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.

“After studying the market,” Stanley said, “we determined that people are looking for a fast and convenient way to receive massage services. To our knowledge, our concept will be the first in the nation to provide patrons with a choice of receiving their massage in a spa-like setting, a massage chair or a mobile setting.”

[n8] TOUCH OFFERS NEW FRANCHISE CONCEPT

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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.

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

- Allow professional massage therapists and 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 franchisees with reoccurring revenue model for their businesses.
- Develop a viable membership program that provides chiropractors and franchisee owners with monthly access to their massage clientele. Similar in many ways to how dentists treat their hygiene patients, the [n8] Touch concept provides a similar opportunity as patients utilize their monthly massage benefits.
- Provide franchisees with a recognizable brand name, image and business model.
- Provide franchisees with two businesses – a massage franchise and an associate chiropractic clinic that is fed and fueled by the close proximity of the massage clientele.

“We feel the [n8] Touch concept will provide new franchisees and doctors with existing practices a sound financial model,” Stanley said. “Because of the public’s desire to obtain massage services at a time and place that is convenient, we think our franchisees will have an opportunity to attract hundreds of new massage patients each month.”

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