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**DR. RODNEY ALWARD TO INTRODUCE N8 TOUCH FRANCHISE CONCEPT  
TO NORTHERN CALIFORNIA MARKET**

**Sacramento Chiropractor Will Become One of the Nation's First Operators of  
N8 Touch N8ture Therapy Centers Providing Chiropractic and Massage Services**

**SACRAMENTO** – A Sacramento area chiropractor will become one of the nation's first franchisees for N8 Touch, a Scottsdale, Ariz.-based concept that combines the growing popularity of massage therapy and the need for a chiropractic adjustment.

Dr. Rodney Alward's existing chiropractic practice, located at 3339 El Camino Ave. in Sacramento will be co-branded as an N8ture Therapy Center some time during the first quarter of 2008, according to Ron Stilwell, president of N8 Touch.

Offering a variety of relaxing therapeutic massage and/or chiropractic services, N8 Touch "provides chiropractic practitioners and entrepreneurs with a unique business model with multiple points of contact, and a way for licensed chiropractors to grow their existing practices," Stilwell said.

Dr. Alward said the new N8 Touch concept "will provide me with a nationwide brand and a new business model."

## **SACRAMENTO CHIROPRACTOR BECOMES N8 TOUCH FRANCHISEE**

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One of the advantages of the new franchise concept, Dr. Alward said is that “it provides me the opportunity to spend enough time with each patient to get the healing results that I have been trained to achieve, as well as an effective way to get in front of my patients on a recurring basis as they utilize their monthly massage benefits, similar in many ways to how dentists treat their hygiene patients.”

Dr. Alward said the N8 Touch concept had a great deal of appeal to him because of “its simplicity and multiple avenues of reaching the end-user. The N8 Touch business model provides me with a multitude of advantages, including national brand recognition and an opportunity to profit from the explosive growth in the massage industry. I am confident this new affiliation will expand my clinical practice.”

Since its introduction to the market late in 2007, N8 Touch has sold new franchises in Phoenix; West Los Angeles, Beverly Hills, and Pacific Palisades, Calif.; Dallas, Humble and Odessa, Texas; Woodbury, Minn.; Gadsden, Ala.; Chamblee, Ga.; Longmont, Colo., and Leesburg, Fla.

The N8 Touch brand consists of three separate delivery systems. Most of the new franchisees – including Dr. Alward – will operate a N8ture’s Therapy Center housed in a traditional, spa-like setting that also offers chiropractic care. The second concept, known as Relaxst8tion2go, incorporates 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 component is a fixed, site-specific Relaxst8tions, designed for high-traffic destinations such as malls, airports and convention centers.

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The N8 Touch concept offers a variety of massage services, including traditional therapeutic table massages, as well as neck, shoulder and back chair massages that require less time. A special membership program allows consumers flexibility in how they receive their massage treatments, which can range from one 60-minute session a month to four 15-minute sessions at any N8 Touch outlet nationwide.

Stilwell said franchise industry experts are astounded by the high level of success the company has achieved in its first six months. “We are being told that our success in the market is very much above the norm,” he said. “In addition to the success of our seminars, we are experiencing a ‘viral’ component as doctors and other interested parties talk to their fellow practitioners. Our pipeline is currently full, but we are confident that we can handle the 60-plus applicants who have expressed an interest in our concept. It verifies our assumptions that N8 Touch is a sound business model that also meets the public’s desire to obtain therapeutic massage services at a time and place that is convenient and at a price that is affordable.”

Additional information on N8 Touch can be obtained at [www.n8touch.com](http://www.n8touch.com) or by calling Ron Stilwell at (480) 391-7942.