



Massage Envy Clinic in Dallas Tops \$2M, Stands Atop Franchise Ranks

DALLAS -- June 17, 2010: When he opened a Massage Envy clinic here in 2005, Bruce McGovern thought the location might produce several hundred thousand dollars in annual revenue.

It did -- and then some.

The Massage Envy clinic, in the Old Town Shopping Center on Greenville Avenue in Dallas, now generates more than \$2 million in annual revenue. The Old Town franchise and River Oaks in Houston are the top two revenue producers for Massage Envy, the leading provider of massage therapy in the United States.

McGovern attributes the clinic's growth and success to old-fashioned service. "First and foremost, we want to give the customer the absolute best massage experience they can imagine," he says. "Everything we do is aimed at making the experience better for the client. A wonderful experience for one client attracts others, many of whom are experiencing massage therapy for the first time."

"The attention to customer service is the defining factor in the Old Town clinic's growth, making it one of the top two Massage Envy franchises in the United States," said Lance O'Pry, Dallas/Fort Worth Regional Developer for Massage Envy. He said Massage Envy is open in 42 states, has 622 clinics nationwide, and 27 locations in the Dallas/Fort Worth Metroplex.

At Massage Envy, an introductory one-hour massage session (a 50-minute massage and time for consultation and dressing) is just \$39. Memberships are available for \$49 per month and include a one-hour massage session. Members can enjoy unlimited additional one-hour massage sessions at the \$39 member rate.

"When you make it comfortable, affordable, and convenient for a client, they keep coming back," says

Bruce McGovern.

The market for massage therapy continues to grow, even in a slow economy. An estimated \$5-7 billion a year is spent on massage therapy; consumers visit clinics approximately 140 million times a year.

Massage Envy's franchising of clinics has produced wide name recognition, making the company the brand name for massage therapy throughout the country.

The percentage of Americans using massage therapists has more than doubled since 1997. Doctors are increasingly recommending massage for their patients.

Massage therapy customers also tend to get massages frequently. Those who seek therapeutic massage from trained professionals average 7 visits per year. The growing population of elderly and aging baby boomers continues to fuel strong demand for massage therapy.

Log on to www.massageenvy.com to find the nearest Massage Envy clinic. There are 27 Massage Envy locations throughout the Dallas/Fort Worth Metroplex and 620 nationwide. All are open seven days per week.

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