

## 100th Massage Envy Spa® Location Opens in Minnesota

*Spa concept contributing to company's rapid growth*

Scottsdale, AZ ([prHWY.com](http://prHWY.com)) April 12, 2010 - Massage Envy, the nation's largest Massage therapy provider and the largest spa chain in America, opened its 100th Massage Envy Spa® location in Minneapolis, Minnesota. This is the first Massage Envy Spa to open in Minnesota, joining the twelve Massage Envy therapeutic massage clinics already located in the state. This impressive milestone of Massage Envy's 100th Spa location comes on the heels of the company recently announcing they performed their 20 millionth massage at the Fairfield, California clinic.

Massage Envy Spas boast an exclusive partnership with Murad® Inc., known globally as a pioneer of the clinical skincare movement. The Massage Envy Spa concept offers guests Murad® healthy skincare treatments as well as rejuvenating massage therapy administered by professional estheticians and massage therapists.

"In 2005, Minnesota was the first state in the upper Midwest to open a Massage Envy and they have been well received in this area ever since," says Gary Meyers, who is both the owner of the 100th Massage Envy Spa and regional developer of Massage Envy in Minnesota. "I couldn't be more proud of our brand and the fact that we are constantly searching for the best business practices and products for our customers. Massage Envy Spa and the partnership with Murad is a quintessential example of this goal." Meyers also attributes the company's success to the overall culture, commitment to the wellness industry and the combined support of fellow franchisees and the corporate team.

Massage Envy continues to expand across the United States, offering affordable, convenient massages to clients in 42 states. After exclusively testing and refining the concept in Southern California in 2007, Massage Envy began opening and converting clinics to the Spa concept in June 2009.

"The Massage Envy Spa concept has surpassed our expectations," said Massage Envy CEO David Humphrey. "In a down economy, growing to 100 Spas so quickly makes clear that our educated consumers see Massage Envy as providing affordable, convenient, and professional services that genuinely promote health and wellness."

Massage Envy Spa offers both healthy skin care treatments and stress-relieving massage therapy. Treatments are available at convenient times, including weeknights and weekends. With Massage Envy Spa, guests can restore and strengthen the health of their skin with a revitalizing facial as well as relieve stress with a customized massage including Swedish massage therapeutic, trigger point, and deep tissue.

The 100th Massage Envy Spa is located at 572 Common Drive Woodbury MN 55125, in front of Lifetime Fitness on Radio Drive. Appointments can be made by calling (651) 203-9988. Spa hours are Monday -Saturday, 8:00am - 10:00pm and Sundays, 10:00am-6:00pm.

### About Massage Envy

Massage Envy, based in Scottsdale, Arizona, is the leading provider of therapeutic massage in the United States. The national franchise of massage clinics is dedicated to providing professional and affordable therapeutic massage services to consumers with busy lifestyles at convenient times and locations. Massage Envy Spa is its newest concept, offering Murad® healthy skin facials as well as therapeutic massages. Founded in 2002, Massage Envy has more than 600 clinics in 42 states, with new locations opening every month. The company was recently

named a top AllBusiness (a D&B company) AllStar Franchise and is a member of the International Franchise Association (IFA). Entrepreneur Magazine ranked Massage Envy as one of the nation's 20 "Fastest Growing Franchises" in addition to #1 in the "Massage Services" category. Massage Envy also participates in the VetFran Program. For more information, visit <http://www.MassageEnvy.com>.

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