



Massage Envy Brings A Bold New Concept To Milford, Conn.

National Franchise Offers Affordable, Convenient Massages for the Masses

For Immediate Release

MILFORD, Conn./EWorldWire/Feb. 13, 2009 --- Budget-conscious consumers are making a move from expensive health spas to Massage Envy and its newest location in Milford. The new company in town is quietly making its mark on the rapidly growing massage-therapy industry.

Massage Envy is a national franchise that takes massages out of the elite patronage and makes them available to everyone through a monthly membership plan similar to those offered at health clubs. Members can enjoy a massage for \$59, with each additional massage in the same month costing just \$49.

The company just opened its newest clinic at the Milford Market Place in Milford, Conn. on Tuesday, Feb. 10, 2009.

"Our goal is to allow everyone to experience the therapeutic and stress-relieving benefits of massage therapy as often as needed," said Eric Ouellette, owner of the new clinic.

Aside from price, Massage Envy offers a number of other special features. Chief among them is convenience - the clinics are open weekends and as late as 10 p.m. on weekdays to accommodate consumers' busy schedules.

"Our clinics also have a spa-like setting, with waiting areas and several treatment rooms," said Richelle Kaye. "The difference is that they are easily accessible for customers." Ouellette also notes that memberships are transferable to Massage Envy clinics throughout the country.

At an estimated \$11 billion, massage therapy is one of the fastest-growing industries in the nation, a fact that's not surprising given Americans' increasingly hectic lifestyles. During the past year alone, an astounding 47 million adults in the United States received a massage for everything from stress reduction to pain relief and overall relaxation.

Massage Envy has grown with the industry - from one clinic in 2002 to 535 clinics in 38 states today.

The new clinic in Milford will bring that total to 537 and counting. "We have a unique business model - one that benefits the company and its customers," stated Ouellette.

Massage Envy Limited LLC is a bold concept in therapeutic massage. The Scottsdale, Arizona-based company was created in 2002 upon the premise that massages should be more than relaxing - also affordable and convenient. Massage Envy makes this possible through a monthly membership plan that enables customers to enjoy massages on a regular basis. The company has an additional 265 clinics sold and in development. For more information, visit '<http://www.massageenvy.com>'.

Note: To schedule an interview or get more details on Massage Envy's opening in Milford, call Richelle Kaye or Eric Ouellette at 203-876-8900.

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