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PR Newswire

# Fitness Together Launches Massage Franchise

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Elements Therapeutic Massage franchise fills demand in wellness industry HIGHLANDS RANCH, Colo., Sept. 22 /PRNewswire/ -- Fitness Together, the world's largest personal training organization, has launched Elements Therapeutic Massage, a massage franchise. The announcement was made by Rick Sikorski, CEO of **Fitness Together Franchise Corporation** (FTFC) and Elements Therapeutic Massage Corp. (ETMC).

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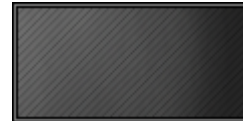
The first two Elements locations are in Aurora and Centennial, CO. Michele Merhib, partner, is a 13-year veteran of the massage industry and owns and operates the locations.

"Elements was established in response to the growing demand for massage services across the country," said Scott

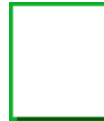
Wendrych, president of Elements. "Three master franchise territories and several individual locations have already been sold. By the end of 2007, there will be 50 additional locations open. Four hundred locations are planned for completion in the U.S. by 2011."

According to the American Massage Therapy Association (AMTA),

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consumers visit massage therapists 114 million times each year. Consumers spend between \$4 and \$6 billion annually on massage therapy.

The Elements studio model will mimic that of the Fitness Together studios. Each unit will measure between 1,200-square-foot and 1,500-square-foot with four to six therapy rooms. The color scheme will incorporate earth tones and the floors will be made of deep, dark, rich hardwood. White linen window covers will accent the earth tones. Bamboo plants, relaxing water fountains, rustic light pendants and ceiling fans will add to the relaxing atmosphere.

"Fitness Together and Elements is a natural combination," said Wendrych. "Our fitness clients appreciate the personalized service they receive during their workouts, and Elements' massage services will complement our upscale, progressive business model."

Each studio will have a full staff of therapists and a receptionist to welcome clients. A variety of massage services will be available, including hot stone; Swedish; deep tissue; neuromuscular trigger point; sports massage; and pregnancy massage.

Sikorski applied the highly successful Fitness Together franchise model to Elements. The Fitness Together business model incorporates a desire to help people, an interest in fitness, and the entrepreneurial spirit. "Because we are the world's largest personal training franchise, it made sense to expand within our industry. We look forward to establishing ourselves as the premiere wellness company in the world," he said.

**Fitness Together Franchise Corporation** was recently ranked in the top 25% as #118 in Entrepreneur magazine's 27th Annual Franchise 500(R). The company moved up in its ranking from #259 in 2005. Fitness Together had 176 franchises in the United States as of December 2005, up from 102 in 2004. It also placed #53 out of 100 "Fastest-Growing Franchises" and #96 of 200 of America's Top Global Franchises for 2006.

Elements therapists are licensed by the state in which they practice or by a nationally certified program. Elements locations will be open from 9am to 8pm seven days per week, during which time clients may make appointments or walk in for service.

Elements Aurora Massage is located at 2101 East Iliff Avenue, Suite T, Aurora, Colorado 80014. Phone: 303.751-1881. Elements Piney Creek Massage is located at 15446 E. Orchard Road Centennial, CO 80016. Phone: 720.529.3500.

About Elements Therapeutic Massage: Established in response to the growing demand for massage services, Elements Therapeutic Massage offers the latest in health and wellness. Available services include hot stone massage, phenomenal touch, Swedish massage, deep tissue massage, neuromuscular, sports massage, and pregnancy massage provided by trained prenatal specialists. All Elements therapists are certified with additional training in neck massage techniques, incorporating stretches with massage, three dimensional massage, and massage flow.

Elements is part of the **Fitness Together Franchise Corporation**. The franchise corporation, founded in 1996 by fitness leader Rick Sikorski, is built on three main foundations: strong corporate support,

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Contact: Lauren B. Kaufman Co-Communications, Inc. 914-666-0066 [lauren@cocommunications.com](mailto:lauren@cocommunications.com) SOURCE **Fitness Together Franchise Corporation** -0- 09/22/2006 /CONTACT: Lauren B. Kaufman of Co-Communications, Inc., +1-914-666-0066, or [lauren@cocommunications.com](mailto:lauren@cocommunications.com), for **Fitness Together Franchise Corporation** / Photo: NewsCom: <http://www.newscom.com/cgi-bin/prnh/20060922/NYF017-a> <http://www.newscom.com/cgi-bin/prnh/20060922/NYF017LOGO-b> AP Archive: <http://photoarchive.ap.org> PRN Photo Desk, [photodesk@prnewswire.com](mailto:photodesk@prnewswire.com) / Web site: <http://www.elementspineycreek.com> / CO: **Fitness Together Franchise Corporation** ST: Colorado IN: SPM HEA MTC SU: PDT EM-MV -- NYF017 -- 9901 09/22/2006 13:07 EDT <http://www.prnewswire.com>

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