



PRESS RELEASE

CONTACT:

At The Beach
Candi Chappell
Chief Operating Officer
7193 Dillon Court
Englewood, CO 80112
303-350-3130

FOR IMMEDIATE RELEASE

Now it's even easier to get a great tan in California.

Englewood, CO – January 6, 2012. Regional tanning salon chain At The Beach is excited to announce its expansion into California. At The Beach currently has four Orange County locations in the cities of Laguna Niguel, Rancho Santa Margarita, Lake Forest, and Ladera Ranch and expects to open even more locations throughout California in 2012. At The Beach locations will offer patrons a way to get a great tan even after sunset through use of six levels of state-of-the-art tanning, including UV-free options, plus it's a great way for California residents to get a base tan so they won't be as likely to burn once swimsuit season begins.

"I can't think of any better way to start off the new year," said Candi Chappell, At The Beach's chief operating officer, referring to the expansion of At The Beach into the California market. The expansion of At The Beach into Orange County, California is just one more example of the steady growth of At The Beach, a brand that prides itself on delivering a phenomenal customer experience and keeping up-to-date with technology trends. "It's hard to believe that At The Beach began with just a few stores in Oklahoma and now has grown into such a recognizable name throughout four states. This is an exciting time and it's a great opportunity to really shine in Orange County," said Chappell.

At The Beach is a regional tanning salon chain with over 60 stores located throughout Oklahoma, Colorado, Kansas and now California. At The Beach is involved in multiple charities and causes, such as the National Breast Cancer Awareness Foundation, Project Angel Heart and the Colorado AIDS Project. Additionally, they foster support through their blog, atthebeachcares.com, and provide information at At The Beach locations. For more information on locations, special offers or At The Beach's state-of-the-art tanning technology, please check out atbtanning.com.

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