

MASSAGE2U

MOBILE MASSAGE ON-DEMAND!™

FOR MORE INFORMATION
PLEASE CALL 888.308.8965 TODAY!

www.Massage2ULLC.com



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How Massage2U got it's start

Tom Zeppelin, co-founder, has been successful in his private practice. However, after nine years in business the physical demands started taking a toll on his body. With no 401k and benefits and almost 20 years to retirement age, another revenue stream would be needed. Jonathan, only 29, had a healthy start on his savings. However, he purchased a new home in 2007 shortly before the housing market collapsed. It's value plummeted within a few months of purchase. Renting was the only option when he decided to move closer to downtown. Unfortunately, the rental income fell far short of covering the mortgage. His house was a bleeding wound, hemorrhaging his savings. Deep underwater with no option to sell or refinance, making more money was the only way to avoid financial calamity.



Tom considered changing careers for more stability but he didn't want to lose his independence. Jonathan's travels would not allow a conventional part time job. We racked our brains to come up with something we could do in our spare time. Tom created a custom online booking system to automate his schedule. A mobile massage company could avoid the overhead of a conventional spa. Online bookings would allow us to work our day jobs while we grew our business. Massage2U would be a better investment than stocks and property.

Initially, we were just looking to supplement our income. However, after crunching the numbers we realized that Massage2U could free us from the rat race. We filed for business in 2009. Our idea seemed so simple. Surely, we would launch within a couple months. Hubris! Opening your first business is a Herculean labor. We started taking appointments in July 2009 after 7 months of development. Today Massage2U is Houston's most reliable mobile massage provider. We are rated A+ by the BBB, the most recognized name in trusted businesses. Check out our raving reviews and you can see why Massage2U wins awards for excellence.

MASSAGE2U

Who Uses Our Services

Our prices reflect our premium service and our regular clients are usually wealthy. However, we are still affordable for clients in any income bracket.

- Birthday Gift Recipients
- Entrepreneurs
- Lawyers
- Musicians
- News Pundits
- Mobility Impaired
- Corporate Wellness
- Education Professionals
- Anniversary Gift Recipients
- Doctors
- Entertainers
- Producers
- Busy professionals
- Event Organizers
- Employee Appreciation
- Private Events
- Corporate Gifts
- Upper Management
- Athletes
- Clergy
- Travelers
- Large Companies
- Non-profits
- Small Groups

We provide chair and table massage for individuals, groups, events and companies of any size. Generally, 1.5hr and 2hr appointments are more popular than 1 hour.

* corporate client list available with signed NDA

Facts

- Rated A+ by the BBB, the most recognized name in trusted businesses
- Winner of 2011 Talk of the Town Excellence in Customer Satisfaction Award
- Book appointments online with just a few clicks.
- Fully staffed call center
- Book with as little as 2 hours notice (depending on availability)
- We provide chair massage for any size event. Get a fast, free quote online.
- Choose your own therapist and instantly see available times
- Only pay for "hands on" time. 1 hour sessions are a full hour unlike value spas
- Our professional therapists are licensed and bonded, background checked and evaluated on their technique.
- No contracts, membership dues, or hidden fees.
- We have over 1400 Facebook fans.
- Our website is prepared to handle expansion into new cities.

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Thomas Zeppelin, Massage2U Co-Founder

Thomas Zeppelin may be the last name in the phone book but his salty New England wit and hulking frame make him hard to miss. His gregarious nature and drive for success has given him local celebrity status in the Montrose area. Tom has been voted Houston's Best Male Massage Therapist 5 years in a row but the first question most people ask is "Are you related to Led Zeppelin?" Interestingly enough, yes! While Robert Plant and the crew were brainstorming for a band name, someone mentioned that they'll probably go down like a lead balloon aka Led Zeppelin. That balloon was invented by another great mind Ferdinand Graf Von Zeppelin. Tom's great-great uncle.

If his great stature doesn't get your attention is booming voice will. His confidence and articulate speech proved a great fit for his two live radio interviews on KPFT. His youthful, masculine looks barely hint at his 50 wise years. His animated expressions make him a lively guest at any event. His energy and charisma would attract interaction from the host and audience during a TV interview.

With 11 years of experience, Tom is a subject matter expert on all things massage. He specializes in deep tissue and sports work to relieve nerve and muscular impingements like sciatica. His ability to educate clients on professionalism has enabled him to overcome the strong gender bias that plagues many male therapists. Massage2U has been the perfect platform for Tom to mentor his independent contractors that have struggled establishing their own private practices. Tom built Massage2U on principles of impeccable quality as an alternative to bargain priced massage mills. These newly created jobs have allowed more freedom and reestablished pride for overworked and underpaid therapists.

MASSAGE2U



Jonathan Poucher

Massage2U Co-Founder

Jonathan Poucher graduated from LSU in 2004 with a BS in Zoology and has worked as a chemist and engineer. His scientific background gives him a unique perspective. Jonathan, an outside the box thinker, has used technology to take the ancient art of massage to the cutting edge. His background as an engineer has fine tuned his systematic approach to problem solving. The result is an innovative online booking system that allows instant feedback for Massage2U's clients with maximum reliability and efficiency. Jonathan's fearless, can-do attitude allows him to focus on crushing the competition.

Jonathan has a thirst for knowledge and a drive for excellence and continual improvement. Tom Co-Founder, is the charismatic face of Massage2U but Jonathan is content behind the scenes developing the business. His experience as a customer service manager has helped him mentor the massage therapists. He has also acquired valuable new skills in accounting, marketing, and search engine optimization. Massage2U has unique marketing challenges because there is no brick and mortar location. A large percentage of Massage2U's clients are from out of town. Additionally, mobile massage is a new and largely unknown concept. As a result, Jonathan is focusing on a new publicity campaign to inform the public through print syndication, TV and radio appearances. Our novel approach to the emerging on-site services trend captures attention and would be a great feature for any media outlet. Massage2U resiliency during the recession is relevant to many newsworthy topics such as: job creation, trends in discretionary spending, and wellness programs for reducing employment costs. If you want to learn more about his plan to make Massage2U a national brand call Jonathan today.



Our Professional Team

Customer satisfaction is our number one goal. Massage2U offers choice and flexibility to accommodate special requests. Clients choose their therapist based on what is important to them. Our experienced and qualified professionals are trained in many modalities to best treat our client's needs.



NEWS

Talk of the Town Award

That's right! Massage2U has also been rated 5 stars and awarded the 2011 Talk of the Town Excellence in Customer Satisfaction Award.



BBB Rating



A+ Rating

Massage2U is rated A+ by the Better Business Bureau, the most recognized name in trusted businesses.

TV & Radio Appearances

Massage2U has been featured on Great Day Houston and has also participated in live radio interviews on KPFT speaking about multiple massage topics.



**Call 888.308.8965 Now To
Book A Radio or TV Interview**

MASSAGE2U



Advertisements

Here are several of our eye-catching ads featured in national and local publications such as *Golfer's Digest*, *Natural Awakenings* and several other publications throughout the Houston area.

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FOR IMMEDIATE RELEASE

FORTUNE 500 COMPANIES SLASH THEIR EMPLOYMENT EXPENSES WITH CORPORATE MASSAGE

Summary: Many Fortune 500 companies such as Boeing, and Exxon Mobile are boosting their bottom lines by adding massage to their employee wellness programs. Massage programs shrink turnover rates and absenteeism while improving job satisfaction and productivity. As a result, employers can expect triple digit returns on their wellness investments

With a lagging economic recovery looking probable. Local businesses are approaching the warming job market with caution. Recruiting and training new employees can be costly. Coupled with a high turnover rate, it can wipeout revenue and halt growth. This has caused companies to look for creative ways to retain employees and entice competitive talent. Fortune 500 companies such as Boeing and Exxon Mobile have taken the lead on a popular new trend of massage in the workplace. Corporate massage has been clinically proven to have immediate effects on anxiety, musculoskeletal pain, headaches and alertness. Local massage providers like Massage2U are preparing to fill the growing demand.

NOISH, the National Institute for Occupational Safety and Health, reports that work related stress accounts for 40% of job turnover. Replacing that employee can cost up to 200% of their annual salary. Additionally, employees suffering from stress are absent more frequently and are less productive. Work related stress alone is estimated to cost American companies more than \$300 billion a year. One case study at University of Miami School of Medicine has shown that chair massage is not only a potent treatment for anxiety; it also enhances alertness and math computations.

Other benefits of corporate massage are relief from back pain, headaches, and repetitive strain injuries (RSI.) OSHA reports that RSI is the leading cause of workers compensation and disability claims. Additionally, Cedars-Sinai has shown that massage cause significant increases in the number and percentage of lymphocytes. These white blood cells are the natural defenders in the immune system that fight off pathogens like Flu and the common cold.

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Massage2U, a Houston mobile massage start up, was found in 2009 by Thomas Zeppelin and Jonathan Poucher (Co-Founders) Our A+ rating from the Better Business Bureau and raving customer reviews are a testament to our reliability, and consistent quality. For more information about the subject of this news release please contact Jonathan Poucher at 888.308.8965